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AMERICAN NURSEYMAN

AMERICAN NURSERY TRADE BULLETIN

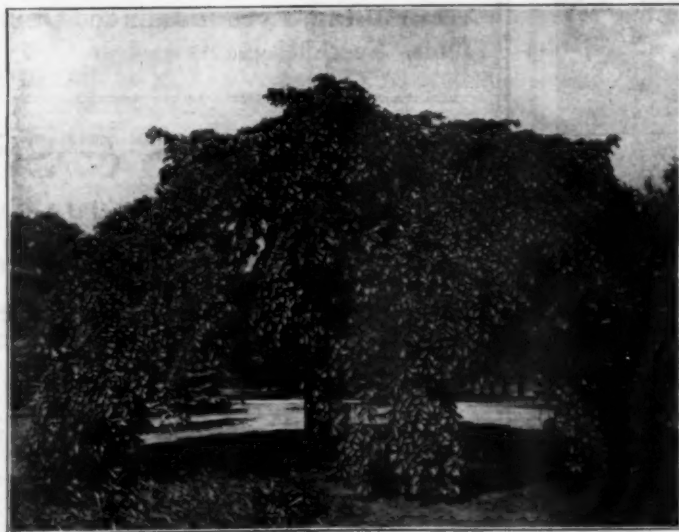
Chief Exponent of the American Nursery Trade

Vol. L No. 2

JULY 15, 1929

Per Copy 20c

PAINESVILLE NURSERIES



Camperdown Elm

Headquarters for:

CATALPA BUNGEI
JAPAN WEeping CHERRY
SIEBOLDI CHERRY
CORNUS FLORIDA RUBRA
CAMPERDOWN ELM
MOLINE ELM
VASE ELM
NORWAY MAPLE
SILVER MAPLE
EUROPEAN MT. ASH
PRUNUS PISSARDI
PYRACANTHA LALANDI
ROSE ACACIA (Top worked)
EUROPEAN SYCAMORE
WISCONSIN WILLOW

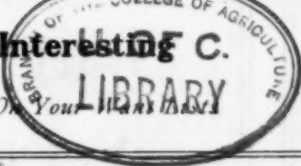
General Nursery Stock

from 1500 Acres

VARIETY - QUANTITY - QUALITY

Prices Interesting C.

Let Us Quote On Your



THE STORRS & HARRISON CO.

"Painesville Nurseries"

PAINESVILLE, Lake County, OHIO



Japan Weeping Cherry

39 STATE ST.



ROCHESTER, N. Y.

American Fruits Publishing Co.

*"New York
State Grown"*



NURSERY STOCK

FRUITS
ORNAMENTALS
ROSES
EVERGREENS

Send for
Price List

W. & T. Smith Co.
Geneva, N.Y.
Organized in 1846
1000 Acres
in 1928

FALL, 1929

One Year CHERRY and APPLE
Two year EARLY RICHMOND
Apple in VARIETY, PEAR and PLUM.

Beautiful lot of

Budded Elm, Seedling Elm, Soft Maple
Norway Maple and other ornamental trees

Shrubs in car lots, especially Spirea Van
Houtti, 3-4 ft. and 4-5 ft.

Evergreens 40 varieties

Arbor Vitae, Pyramidalis and Globes in car
lots. Specimen plants

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Largest Nursery in Indiana

Best Tree Digger on Earth



Write for Descriptive Circular and Prices

Stark Brothers

NURSERIES AND ORCHARDS COMPANY

Louisiana,

Missouri



EVERGREENS EXCLUSIVELY

Large Nurseries
Selected Trees

Write Us For Prices

THE DAISY HILL COMPANY

NURSERY
CHAGRIN FALLS,
OHIO

OFFICE
TERMINAL TOWER
CLEVELAND, OHIO



PEAT MOSS

Quality is our first, last and constant consideration. Your own experience will prove the quantity and price is right.

Play safe: Specify
ATKINS & DURBROW, Inc.,
 29-A Burling Slip,
 New York, N. Y.

By actual measure

UNIVERSAL PEAT MOSS
The Bigger Bale

Our regular stock bale as shipped contains more material than any other brand. This was recently demonstrated by certified tests. For quantity with quality, buy PECO Peat Moss.

Most absorbent.
 Therefore,
 most valuable.

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THE MONROE NURSERY
 ESTABLISHED 1847

A complete line of
FRUIT AND ORNAMENTAL NURSERY STOCK
 including
PEONIES AND PERENNIALS

Send us your want list for quotations.

I. E. ILGENFRITZ' SONS CO.
 Monroe, Michigan

Manufacturers of Ilgenfritz Planting Machines and Digging Plows

Wayside Gardens

HARDY PERENNIAL PLANTS
 EXCLUSIVELY

Write for Trade List.

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 MENTOR, OHIO



Our Complete Assortment
Prompt Shipment
Strong Grades
 and
Reasonable Prices

Will make the handling of our Nursery Stock profitable to you.

Please allow us to quote your want lists.

The Huntsville Wholesale Nurseries, Inc.
 Huntsville, Alabama

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JUNE BUDDED PEACH
ONE YEAR APPLE

Let us supply this stock for mail orders. A number of large mail order houses are using it each year and highly commend the quality.

Give Us a Trial Order—Write for Prices

All standard varieties and prices right. Peach stock is scarce and will be high. Place your order now, before the advance.

A Splendid Block of California Privet Too

Let us quote you. We thank you in advance.

Cumberland Valley Nursery Company, Inc.
 McMINNVILLE, TENNESSEE

TREE CROPS
A Permanent Agriculture

By J. Russell Smith, Professor of Economic Geography, Columbia University. Author of "North America."

A book for thinking persons, giving a new angle to the warning that the agriculture of the present is suicidal, through erosion and exhaustion of the soil. The need for crops from trees which at the same time by their roots preserve the soil is graphically shown. Horticulturists especially should know the contents of this book.

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 P. O. Box 124, Rochester, N. Y.

FRUIT TREE SEEDLINGS FOR FALL '29

Our Seedlings are through the ground and coming along in fine shape. Seedling supply as a whole is less than last year, so place your order early.

Ask us for quotations on

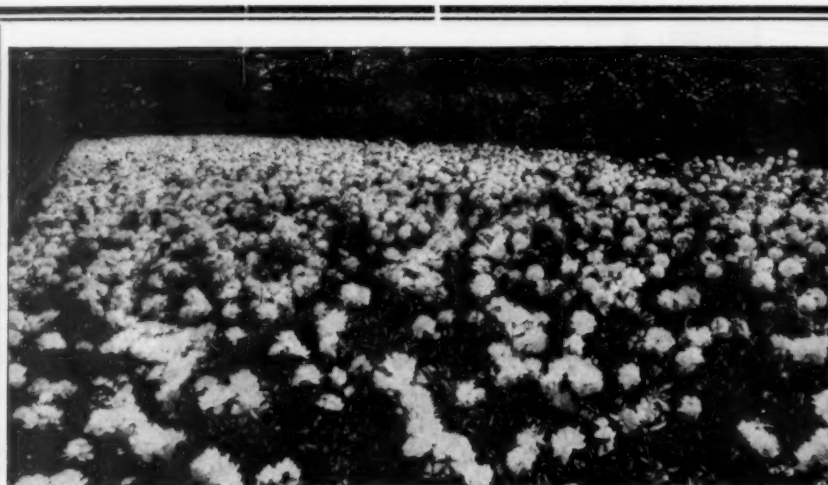
APPLE	MAHALEB	MAZZARD
FRENCH PEAR	USSURIENSIS	MYRO
	CHINESE ELM	

Also on the following trees:

CHINESE ELM	SCHWEDLERI	WEeping MULBERRY
MOLINE ELM	MOUNTAIN ASH	PAULS RED THORN
NORWAY MAPLE	FLOWERING CRAB	

Carload rates to some nearby distributing point.
 Write for quotations and also look up our F. A. Wiggins at the Boston convention.

WASHINGTON NURSERY COMPANY
 Toppenish, Wash.



Picture shows three rows of Duc of Wellington on the left, balance of block Boule de Neige

YOU WANT PEONIES THAT BLOOM LIKE THESE

Now-a-days when so many blocks of Peonies are not blooming well because of diseased roots, it is a great pleasure to see a block of real bloom. We are digging four blocks of Peonies this fall all blooming just as well as the above, which is the smallest of our blocks. And these are not old, rotten, decrepit Peonies that have been used to the end of their usefulness for cut-flowers either. Rather, they are strictly three (3) years old. You can judge the thriftiness by comparing growth with the six year old boys standing in the blocks. Find them.

THE CREAM OF THE COMMERCIAL VARIETIES

We are digging 50,000 plants and must price them right.

Rat- ing	Variety	Per 100	Per 1000
8.6	ALBERT CROUSSE—Rose-pink; late	\$30.00	\$250.00
7.8	AUGUSTINE D'HOUE—Hard to distinguish from Felix Crousse	30.00	250.00
8.0	BOULE DE NEIGE—Beautiful mid-season White. The picture tells the story. Wonderfully strong, upright and floriferous.	18.00	150.00
	CHARLEMAGNE—Late; white	18.00	150.00
7.7	DORCHESTER—Late; flesh colored	18.00	150.00
8.1	DUCHESS DE NEMOURS—Early, Canary-yellow	18.00	150.00
7.8	DUC OF WELLINGTON—Mid-season; white	18.00	150.00
8.4	FELIX CROUSSE—Mid-season; red. The standard of excellence	35.00	300.00
9.3	FESTIVA MAXIMA—Early; white	18.00	150.00
8.2	GIGANTEA (Lamartine)—Mid-season; rose-pink	35.00	300.00
7.9	JEANNE D'ARC—Early; bluish pink with silver	18.00	150.00
7.5	MME. DE GALHAU—Late; pink	18.00	150.00
7.9	MME. DUCEL—Mid-season; pale old-rose with silvery sheen	30.00	250.00
8.5	MME. EMILE GALLE—Late; delicate light rose-pink	30.00	250.00
8.5	MARIE LEMOINE—Late; lemon-white	35.00	300.00
9.2	MONS. JULES ELIE—Early; light rose-pink	35.00	300.00
	OFFICIALIS RUBRA PLENA—Early; red	40.00	350.00
7.2	RUBRA SUPERBA—Late crimson. A grand show with us this year.	32.50	275.00

A Few of the Very Best and Priced Right

Rate	Variety	Per 10	Per 100
9.0	BARONESS SHROEDER—Late; flesh-white	\$ 6.00	\$ 50.00
8.4	CHESTNUT GOWDY—Late; light rose	9.00	75.00
8.5	KARL ROSENFELD—Mid-season; red. (\$475.00 per 1000)	6.50	55.00
8.8	KELWAY'S QUEEN—Mid-season; Rose-pink	50.00	
8.9	MARIE CROUSE—Mid-season; pale pink	9.00	80.00
8.6	PRIMEVERE—Mid-season; near yellow	14.00	125.00
8.7	REINE HORTENSE (Pres. Taft). Mid-season; rose-pink	6.50	55.00
9.0	SARAH BERNHARDT—Late; rose-pink	8.50	70.00
9.7	SOLANGE—Late; cream white	20.00	175.00
9.8	THERESE—Mid-season; pale old-rose-pink	20.00	175.00
WE ALSO OFFER TO COLOR		Per 100	Per 1000
	Pink	\$16.00	\$130.00
	White	15.00	125.00
	DEEP RED	20.00	180.00

THE COLE NURSERY CO. FORTY-NINE YEARS AT
PAINESVILLE, OHIO

WE INVITE YOUR INQUIRIES

LABELS FOR NURSERYMEN THE BENJAMIN CHASE CO., DERRY, N. H.

Perennial and Alpine Plants

A list for Landscape Architects,
Nurserymen and Gardeners.
WESTCROFT GARDENS
GROSSE ILE, MICHIGAN

PEONIES
WHOLESALE GROWERS
PEONIES EXCLUSIVELY
Ask for our price list
HARMEL PEONY COMPANY
BERLIN, MARYLAND

LESS THAN FIVE CENTS A WEEK—

AMERICAN NURSERYMAN
Chief Exponent of the Nursery Trade

Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: \$2.50 per year; three years for \$6.00. A one-inch advertisement twice a month for \$2.80; under yearly term, \$2.50.

We will have our usual supply of
**FRUIT, SHADE AND
ORNAMENTAL TREES
FLOWERING SHRUBS
APPLE SEEDLINGS
PEAR SEEDLINGS**
and
FOREST TREE SEEDLINGS
for Fall 1929

If you are interested in
one year

**KIEFFER and GABBER PEAR
HYDRANGEA PANICULATA
SPIREA VANHOUTTE**
or
AMOR RIVER PRIVET
write us.

We can quote you favorable prices
on these items

J. H. SKINNER & CO.
Topeka, Kansas

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Wm. N. Alcorn, Jr. writes

"When I started your course I was nursery foreman—now I am nursery superintendent. Your course did me a tremendous amount of good. I greatly recommend it to any one desiring a quick, practical knowledge of the landscape business."

You, Too, Can Better Your Position

Our quickly-mastered home study course has enabled many to find success in this uncrowded profession.

Unlimited Opportunities

—await Landscape Architects. Experts earn \$5,000 a year up, and the demand far exceeds the supply.

SEND THIS COUPON TODAY.

Gentlemen: Please send me details regarding your Home Study Course.

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Address
AMERICAN LANDSCAPE SCHOOL
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Old Dominion Nurseries W. T. HOOD & COMPANY Richmond, Virginia

We have to offer for Fall 1929 and Spring 1930 a complete line of stock, consisting of 100,000 Evergreens, assorted varieties and sizes. 20,000 Azaleas, Hinode-Girl and Amoenia, 10,000 Pink Flowering Dogwood—large assortment of shrubs, Amoor River Privet North—California Privet, also a full line of Fruit and Ornamental trees. Extra attention given to packing. Our experience in handling orders both wholesale and retail covering a period of 60 years is your guarantee of arrival of stock in prime condition. Send us your list for quotation.

AMERICAN NURSERYMAN --- July 15, 1929

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earl operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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HEADQUARTERS

Fall 1929—Spring 1930

For the Best Lot of
FRUIT TREE SEEDLINGS
You Ever Planted

FRENCH AND AMERICAN

PEACH TREES—Mostly budded from bearing buds.
Seed sowed in the spring, which insures a whole root.

H. T., H. P. and CLIMBING ROSES—Compliments received this spring show we have the grade.

BARBERRY THUNBERGI—3 year, quantity production means economy for you.

CALIFORNIA PRIVET—2-3 ft., 18-24" and 12-18".
Have a surplus. Quoting low prices for early orders.

BARBERRY THUNBERGI SEEDLINGS—Millions.

ROSA MULTIFLORA JAPONICA SEEDLINGS—
Making a new grade this year. Shipping nothing but absolutely straight seedlings. Get our prices before you buy.

And of course a Complete Line of Other Stock.

We want your business.

It will pay you to ask for prices.

C. R. BURR & CO., Inc.,
GENERAL NURSERYMEN
MANCHESTER, CONNECTICUT

We Grow EVERGREENS Especially

ABIES ARIZONICA
ABIES FRASERII
ABIES SUBALPINA
ABIES BALSAMEA
ABIES CONCOLOR
LARIX JAPONICA
PINUS AUSTRIACA
PINUS RESINOSA
PINUS DENSIFLORA
PINUS MUGHUS
PINUS MONTANA UNCINATA
PINUS PONDEROSA
JUNIPERUS VIRGINIANA
JUNIPERUS SABINA
JUNIPERUS SUECICA (Swedish)
JUNIPERUS PFITZERIANA
JUNIPERUS TAMARISCIFOLIA
JUNIPERUS SCOPULORUM
PICEA CANADENSIS
PICEA CANADENSIS ALBERTIANA
PICEA ENGLEMANNI
PICEA EXCELSA
THUYA ORIENTALIS AND VARIETIES
THUYA OCCIDENTALIS AND VARIETIES
RETINOSPORA (Chamaecyparis) AND VARIETIES

WE ALSO GROW
A STRONG LINE OF
ORNAMENTAL
SHRUBS
AND
DECIDUOUS TREES.
WRITE FOR
CATALOG
AND PRICES.

The SHERMAN NURSERY Co.
Department C, Charles City, Iowa

ANNOUNCEMENT Special Notice

Having closed out all our Ornamental Stock and General Line of Fruit Trees and Discontinued all Retail Business with the close of this Spring's Sales, we wish to extend to the Trade our sincere thanks for trade in the past on these items.

CHERRY GROWING has been our Specialty for the past thirty years and feeling that we can produce better Cherry Trees by confining all our Nursery efforts in the production of **Cherry** alone we will continue to grow our usual amount of Cherry for the **Wholesale Trade** and will try to produce the best tree it is possible to grow.

For Fall, 1929, we are pleased to offer:

Cherry—One Year 11/16 up
Cherry—One Year 9/16 to 11/16
Cherry—One Year 7/16 to 9/16

Limited amount of

Two Year 11/16 up and 9/16 in Sours Only

General List of Varieties—both Sweets and Sours.

Vincennes Nurseries
W. C. REED & SON VINCENNES, IND.

The Preferred Stock



Homeward-Bound

"Don't be so Scotch," said Perk. "Give 'er some gas!"

"Whatsamatter with you?" I replied. "Have you gotten weak shipping Preferred Stock? Get to work."

The chances are Perk will get this car started and we'll be home before long and in our overalls again.

It Was a Great Convention!

Don't forget to pay us a visit at Newark or Shiloh this summer. We're waiting for you.

Cordially yours,

Jack

Jackson & Perkins Company
Wholesale Only
Newark, New York.

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1926, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

VOL. L

ROCHESTER, N. Y. JULY 15, 1929

No. 2

Boston Convention Another Lively Occasion

Action In Defense of Market Long Held As Well As Market Development Is Urged—
Quarantine Aggression Discussed—A. M. Augustine, John Fraser For Officers—
PRESIDENT FLEMER OUTLINES IMPORTANT TRADE PLANS

FIFTY-FOURTH annual convention of the American Association of Nurserymen was held July 16-18 at Hotel Statler, Boston, newest and largest of the Statler chain, which was engaged for the occasion two years ago, before the hotel was completed. Convention facilities were exceptionally favorable. Practically an entire side of the mezzanine floor was allotted to: The secretary's headquarters opposite which was an information bureau directed by the New England Nurserymen's Association and Chamber of Commerce adjoining which was the exhibit hall with brass rail partitions setting off the exhibits the location of which was such that association members passed by and through the exhibit aisles in going to and from the convention hall. The banquet hall was just beyond. The entire Statler service was unexcelled.

Association members arrived in Boston in some cases a week before the convention dates, the Messrs. Lake, E. S. Welch and Earl Needham and their parties having motored to various New England points in advance. Intervening time was spent in sight-seeing in Boston and vicinity.

Much convention business was transacted by the executive committee three days before the first regular session.

The opening session found the Nurserymen in a spacious hall the walls of which were covered on all sides with evidences of National Publicity Campaign activity—copies of newspapers and magazines containing articles and advertisements on the planting of Nursery stock prominently displayed. Program opened with invocation by Windsor H. Wyman, N. Abington, Mass. The address of welcome was responded to by M. R. Cashman of Minnesota.

In his annual address President Flemer expressed anticipation of an unusually interesting and profitable convention. He touched upon main points of direct interest to the industry, leaving to the committee reports the detailing of work accomplished and planned. He emphasized National Campaign features and other important association activities. The subjects in the address were referred to this committee: Henry B. Chase, Lester C. Lovett, Miles Bryant.

John Fraser, touching upon a point in the president's address presented a resolution, which was adopted, providing for

a telegram to the Bureau of the Census requesting that the forthcoming census include statistics on production and distribution of Nursery stock as a part of the agricultural census; also for a committee of Nurserymen to cooperate with the bureau as to the character of statistics desired.

W. W. Hillenmeyer presented a recommendation in regard to appointment of members of the market development committee which was adopted. It provides for appointment by the executive committee of the committee for the term from the date of the 1929 convention and through the 1930 convention and declares it to be the future policy to have the executive committee appoint one member of the market development committee for each state in which Nurserymen have contributed \$500 to the Campaign Fund, and one member for each additional \$10,000 of contributions from a state; the president to appoint five members at large, the president and vice-president of the A. A. N. to be at all times ex-officio members of the committee.

The report by Charles Sizemore, secretary, traffic manager and treasurer, presented, as have his annual reports for years, an uncommon and interesting feature. That is: The earnings of the secretary and traffic manager's office during the fiscal year covered by the report exceeded the entire expense of the secretary and traffic manager's office! The expenses of the office amounted to \$10,449.19. The earnings of the office offset this by a considerable amount, being \$10,656.97.

During the year the secretary's office collected for the membership railroad claims and bad accounts to the amount of \$57,680.90. Pending claims and accounts amount to \$164,686.54. Out of the membership of 693 the number using the secretary's office for collection service is 204.

Secretary Sizemore reported for the vigilance committee that of eleven cases presented nine had been satisfactorily settled and two are pending.

The work of Secretary Sizemore, repeated yearly, in making the earnings of his office exceed the expenses of the entire office force, including two stenographers, a heavy postage bill, rent, supplies, etc., is phenomenal. It is believed that there is not an association secretary in the country whose annual reports make such a showing. The members of the American Asso-

ciation of Nurserymen expressed at the Boston convention, as they have repeatedly at recent conventions, their marked appreciation of this outstanding achievement tendering a rising vote of thanks to Mr. Sizemore.

Chairman Earl D. Needham of the arbitration committee reported that only three cases had come before it. In one case a company had withdrawn its membership in anticipation of action for expulsion.

C. C. Sherlock, assistant editor of the Ladies Home Journal, was prevented by illness from delivering a scheduled address on "Advertising and Home Beautification." The address was delivered by Mr. Shuler, editor of the journal. He praised the work that has been done on the Nurserymen's National Publicity Campaign and discussed opportunities and methods for vigorous extension of the work. His conclusions were that the A. A. N. should continue the use of the slogan: Should emphasize the importance of planting as an added property asset, each plant increasing steadily in money value; photographs instead of drawings should be used in advertising as being much more effective; the plan of using standardized collections of shrubs, available in any part of the country from Nurseries at a standard price, may well be considered; appeal should be made especially to young women, for the youth of the land is not afraid to spend money and has time to give to particular appreciation of plants; the man who rents his home should not be overlooked, for while it has been customary to look to the landlord to make property improvements, the tenant often resides yearly in the same place and the pleasure he would get from a comparatively small expenditure for roses, etc., would easily warrant his planting on rented ground; the commercial builder of homes should be regarded as a prime prospect, for since he is accustomed to advance home prices at a figure double the cost of copper gutters or radio installation he will readily see that landscaped grounds constitute one of the biggest features influencing sales; since Nurserymen are selling color in selling flowering plants and evergreens, they should freely use color in their advertising; the outdoor living room idea should be emphasized repeatedly.

President Flemer expressed the hearty thanks of the association for the editor's practical suggestions.

Harlan P. Kelsey, for the committee on

American Association Passes Another Milestone

First Annual Report on Publicity Campaign Shows Marked Progress—Much Effective Work Accomplished and Money on Hand—Vigorous Progress Planned

arboretums, made partial report. He said that the Secretary of Agriculture had been empowered to purchase land in the vicinity of Washington, D. C., for a national arboretum and had bought 190 acres as a nucleus for the arboretum; that a new law affecting Washington conditions makes it possible to condemn land for the purpose in question. "The National Advisory Board is greatly interested in the national arboretum plan which is now an assured success. It is proposed soon to name a temporary director. Enlarging ideas are to develop from the activity of a special committee of the advisory board which will soon report on what the scope of the undertaking should be. The arboretum is to be very much bigger and better than anything of the kind in the world. The A. A. N. has done probably more work on the project than has any other and it behooves Nurserymen to continue actively to secure an adequate appropriation for expanding the project. Nurserymen are urged to communicate at once with congressmen to this end. The government will pay from 15 to 40 million dollars for a battleship which soon becomes obsolete yet will stall at an appropriation of half a million for an arboretum which will endure indefinitely and grow in value instead of deteriorating," said Mr. Kelsey. "Now is the time to act. The thing ought to be accomplished within the next twelve months."

Other committee reports were made briefly, the full texts to appear in the published proceedings.

Second day's session was devoted to reports and discussion relating to the National Publicity Campaign. President Flemer after referring to the Strong organization, effective work and hearty cooperation of the Nurserymen, called upon Chairman E. C. Hilborn to review and outline work accomplished and prospective. Mr. Hilborn in the first of a series of three addresses (the others by Advertising Counsel L. W. Ramsey—in this issue—and by Educational Director C. E. Cary) cited the fact that, following a decade of centering upon mass production and efficiency methods, business men are concerned now especially about markets. Firms making the marked successes today are mastering the marketing or sales problem. Salesmanship is fast becoming the greatest business of the country. Nurserymen are none too early in giving this subject particular attention. Their problem is two-sided, in that they must not only seek to create new demands for their product, but must defend the markets they have had from the unwarranted attacks of government forces that should be assisting and protecting. Mr. Hilborn referred to encroachments by forestry schools and government Nurseries in nearly every state in the Union.

Millions of young trees in Pa., N. Y. and in the Northwestern states grown at public expense ostensibly for forestry purposes, under the Clark-McNary Act have found their way as surplus into trade markets. In Minnesota government forestry Nurseries have released thousands of surplus evergreens to commercial jobbers and

thence to regular farm trade at various prices. Under that act Montana has established a Nursery at Missoula which has been supplying trees freely to farmers of that state. In sections of Montana and Dakota Nursery salesmen find it hard to sell their stock because of this practice. Nurserymen indorse legitimate efforts toward reforestation, but the Clark-McNary Act aims to furnish free Nursery stock to the consumer, a practice that is growing rapidly. It would seem that the A. A. N. should take immediate action in the matter, while there is an administration pledged to foster private initiative and in favor of less government in business. It is hoped that at this convention able committees will be appointed to secure necessary restrictions. The Clark-McNary Act should be amended.

Turning from the defensive side of the Nursery business to the creative side, it is a matter for congratulation that so much has been done in a short time to educate the planting public in the greater use of commercial Nursery stock. It was in March 1929, only four months ago, that the first gun was fired to attract indifferent home owners of America. An enormous amount of work has been done expeditiously—from the making of plans to the execution thereof, the raising of the fund and the appearance all over the land of Nurserymen's publicity material. The committee declared at the outset that quick results could not be expected; that the effort was to be a long and strong pull. Some criticism in spite of the earnest impartial work given by able men, was to be expected. It is highly encouraging that there has been a minimum amount of criticism. **All those in the Nursery trade should realize that this entire undertaking is for the sake of the industry as a whole.** Time and effort have been given in great degree, and money too, in an endeavor to create a wider market for Nursery stock. Certainly all this activity must prove to have been productive of good entirely—how much time will tell. It surely has not been detrimental and for this reason criticism of means and methods should be withheld to await definite results and in place of criticism should come constructive suggestion. When leading men earnestly devote their time that all may prosper, it would seem that anything in the way of criticism should be turned into helpful suggestion, for criticism implies difference of opinion and a budding idea.

As a whole the cooperation by Nurserymen has been wonderful. It has been declared by those who have had access to records that no other trade organization has come so near to 100% in support of a movement of this kind as have the Nurserymen. Only \$320 remains unpaid of the December 1st pledges!

Results are being attained. One of the first of these is the influence the campaign has had upon the editorial mind of the country. Editorial comment has been noted in magazines of national circulation directing attention to the movement in favor of improving residential property by

planting. In a previous report this committee pointed out that collateral publicity was sure to be worth more than paid advertising. And the process has only started. The booklet prepared by E. H. Wilson, keeper of Arnold Arboretum, has been distributed in great quantity as per requests from all over the country—a larger number, it is stated, than in the case of the florists big campaign. The national Yard and Garden Contest has elicited a surprising amount of active interest; this is cumulative interest.

"Once more," said Chairman Hilborn, "let us remind ourselves what we are trying to do in this campaign. We are not simply trying to sell trees and shrubs. We are trying to arouse an indifferent public and make it garden-conscious. We want them to plan for the people's grounds when they build and to remodel the old neglected grounds the same as they remodel their old houses. We want them to know when they are not well planted and to be ashamed. We want to set styles in gardening. These ideas are the same in California, Illinois and Massachusetts. All this creates a desire to have beautiful home grounds; it develops a love for plants; it breaks down sales resistance and opens the way for your sales organization to work efficiently."

"Gentlemen: In closing this report, let me briefly sketch the picture of the first four months of activity:

A. We have started our advertising on a National Scale. For the first time in our history our industry is being sold to the public, our story is being told from coast to coast.

B. Through the Yard and Garden Contest we have set in motion the local forces in over 300 cities, that are pushing our sales for us. This will spread.

C. Through newspaper clippings we have furnished newspapers our story in attractive form, so they are using it freely with no charge to us.

D. We have secured the interests of the editors of both magazines and newspapers, so that they are giving gardening an ever-increasing space in their volumes.

E. We have set up a publicity office to serve the Nurseryman with his sales problems.

F. We have backed up all this work by supplying to the subscribing Nurserymen free of cost high-class advertising material and sales helps so that the Nurserymen can tie up with this campaign and cash in. The members of our committee as well as the members of the executive committee feel gratified with the results so far attained."

Chairman W. W. Hillenmeyer of the advertising committee reported on the details of the placing of paid publicity for the Campaign, the principal features of which have been placed before readers of the *American Nurseryman*, and the collection of the fund. The association has on hand \$165,000 and men are still in the field. Of the expenditures, about 79% has been for national publicity, 18% for sales helps for fund subscribers and 7% for expenses. This record brought special applause.

The report of Advertising Counsel L. W. Ramsey reviewed the entire proposition from the outset to date. It was the prin-

cial report of the day, to which the other reports were supplementary. Mr. Ramsey's report may be said to have been extra-illustrated for his illustrations, counted by hundreds hung upon large sheets concealing the long high and broad walls of the Georgian Room, the convention hall, on all sides, displaying magazine and newspaper pages containing National Campaign articles and advertisements blocked out in red lines so as to be easily discernible from any seat in the big auditorium—graphic evidence of what has been doing since the members of the A. A. N. assembled in convention last year to "start something." This four-wall display in itself was a thrilling report speaking louder than words. Upon all sides the work of the L. W. Ramsey Company received high praise coupled with congratulations that the association had been able to secure its efficient services. The display showed, too, what may be expected during the coming fiscal year and foreshadowed a similar showing in Minneapolis in 1930 when color doubtless will add to the impressiveness of the visible evidence of real nation-wide publicity in behalf of the American Nursery Industry.

Mr. Ramsey's report is in this issue.

Dr. T. J. Headlee, New Jersey state entomologist, discussed briefly the meaning to the Nursery industry of world-wide distributors of insect pests. He suggested aggressive action by Nurserymen through their trade organizations—the organization of research work in connection with the work of the legislation committee, to see that needed information, biological and otherwise, is obtained upon which to base recommendations to be made to government authorities in connection with quarantines. He suggested that research work be instituted not only through the effort of Nursery organizations but also through the medium of state and federal bodies to the end that the trade may have data upon which to check up on regulations made from time to time and the actual need thereof, to study effects of insects now in the country, so that Nurserymen may know themselves what ought to be done and not depend upon being told by others; also to examine into the worth of all existing quarantines.

The stereopticon lecture by E. H. Wilson on notable plant introductions into this country attracted an audience which completely filled the large assembly hall. As always Dr. Wilson's exposition was beautiful, instructive and of special value to Nurserymen. This preceded the motor trip through the arboretum.

The Baby Ramblers' banquet closed the second day's events.

On the last day Educational Director E. C. Cary's address on the work of his department of the National Publicity Campaign was the outstanding feature. This will appear in a later issue.

A report of the committee on necrology was made. There were 21 deaths of members during the fiscal year.

E. M. Sherman brought forcibly to the attention of the members the necessity for definite and immediate action on encroachments upon the trade by forestry movements, to which Mr. Hilborn had referred. It is probable that direct action to curb this will result.

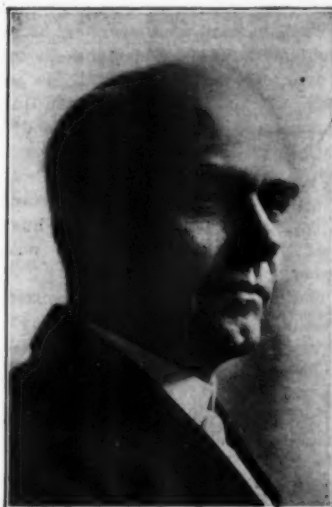
The nominating committee reported the following recommendation as to officers:

For president—A. M. Augustine, Normal, Ill.

For vice-president—John Fraser, Huntsville, Ala.

For member of executive committee (M. R. Cashman retiring) Richard H. Wyman, Mass.

Minneapolis, Minn., was the selection for the 1930 meeting place.



A. M. AUGUSTINE

The new president of the American Association of Nurserymen, A. M. Augustine, is one of the best known Nurserymen in the United States, a consistent attendant at conventions of the national organization in which he has long been an active worker prominently having been a member of its executive committee.

Mr. Augustine has also been active for years in Nursery and general horticultural lines in the State of Illinois. He has served as secretary and president of the Central Illinois Horticultural Society; secretary for nine years and president of the Illinois State Experiment Station conducted by the state society; Secretary in the beginning of the Illinois State Nurserymen's Association and served for two years as its president; president of the Bloomington, Ill., Rotary Club.

Captain Henry Augustine, father of A. M. A., was president of the American Association of Nurserymen when it met in Chicago during the World's Fair. Father and son are the only A. A. N. presidents from Illinois.

Boston Convention Exhibits

Exceptionally well located exhibit space was provided at the Hotel Statler for A. A. N. exhibits. The rooms adjoined the convention hall and were to have been open thereto except during association sessions; but the latter feature did not operate because assembly hall exhibit of publicity work extended over the large doorway. A novel arrangement was the use of brass rail curtained partitions between exhibits and uniformly designed ornamental signs over each exhibit designating the exhibitor and the character of the exhibit. Several doorways opened on the suite of exhibit rooms from the main corridor of the mezzanine floor leading to the convention hall.

AMERICAN NURSERYMAN, Chief Exp. vent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

CONVENTION SIDELIGHTS

Past President Clubs, A. A. N.—At the Boston convention the A. A. N. Past Presidents Club was informally established as a means of special recognition of the services of those who have headed the national body. As an association president retires after his term of office he will automatically become a club member. A lapel button may be attached to his coat after he has been subjected to a wild initiation and a club dinner with features similar to those of the Gridiron Club of Washington, D. C., may follow. Charles A. Ilgenfritz, Monroe, Mich., is probably the oldest living past president; he will sit at the head of the table—a custom which is likely to be followed.

Dansville Nurseryman's Air Flight—C. W. McNair flew from Dansville, N. Y., to the Boston convention Tuesday evening, July 16, in three and one-half hours with his wife—the Buffalo-Boston air route time. Mr. McNair used a Stinson-Detroit plane.

Harlan P. Kelsey, Boxwood Nurseries, entertained the members of the Ornamental Growers Association July 13 at a lobster dinner and with other entertainment. Numerous trade visitors have enjoyed the hospitality of Mr. Kelsey this summer. He says the latchstring is always out.

J. B. Baker, Fort Worth, Tex., is one of those who motored through to Boston for the convention, with a party which visited many interesting places en route, including Nurseries. After the convention points in New England were visited and the trip was extended to Montreal and other Canadian points.

George Searle, Process Color Co., Rochester, N. Y., as usual, motored to the convention, leaving Rochester, N. Y., at 4 a. m. Sunday, July 14 and reaching the Hub at 6 p. m., and then inviting A. A. N. members to ride with him around Boston during the evening. George thinks a day's drive of less than 450 to 500 miles is a humdrum matter. Last year he drove from Boulder, Colo., to Lansing, Mich., a distance of 1480 miles in three days, stopping several times en route to make pictures. Three days is his limit for arriving at any point from any other point. He drove not long ago from Rochester, N. Y., to Atlanta, Ga., in three days, telegraphing back from Atlanta exactly on the third day after he bade goodbye to a skeptical friend in the Flower City. George says: "I try to execute orders in my line with equal despatch." After Nurseryman McNair's feat of air-flight from Dansville, N. Y., to Boston in 3½ hours, George will have to sprout wings to hold his transportation record.

Mr. and Mrs. Edward Jenkins, Winona, Ohio, motored to the Boston convention, their trip including points in Maine and Canada.

Retail Nurserymen's Association of the United States July 15 in Boston elected: President, C. J. Marshall, Arlington, Neb.; vice-president, E. M. Sherman, Charles City, Ia.; secretary, W. G. McKay, Madison, Wis. The above and A. W. Willis, Ottawa, Kan., and Arthur N. Christy, Newark, N. Y., constitute the board of directors.

First Annual Report on the National Campaign

Presented by the Advertising Counsel, L. W. Ramsey, at Boston Convention of the A. A. N.—Nearly 12,000,000 Newspaper Circulation—600 Per Cent Contest Gain
23,000,000 HOMES REACHED—BILLS PAID AND MONEY IN BANK

AS YOU all know, the National Advertising Campaign, sponsored by the American Association of Nurserymen is now well under way. A great many things have been done this spring and it is a good time to review our activities and see whether we have accomplished what we have set out to accomplish and what we might expect in the future.

This is your first annual report. As it is given, I hope that you will view it in the light of a report at a stockholder's meeting. As your Advertising Counsel, I am going to give you the facts as we have found them. As a stockholder, I want you to know that all advertising records and the bookkeeping system at headquarters are kept up to date and open for your inspection at any time.

Mr. Hilborn has given you some idea of campaign activities for funds and has given you facts and figures. Mr. Hillenmeyer has given you additional information on the amount subscribed and collected and a financial statement, showing how these funds have been expanded. I shall attempt to show you what we have secured for these expenditures and give you some idea of what we wish to accomplish the future.

Now About Our Activities—The minimum amount required, before any money could be spent, was reached around the first of the year—December twentieth to be exact. Immediately the advertising committee and those at advertising headquarters launched a program of advertising to create a greater garden consciousness in the minds of the American people. This activity took a number of different forms and I am going to discuss them with you, one at a time. First of all, it is important to keep in mind that only a little over four months have elapsed since our first advertising began to reach the public. It is difficult to realize, nevertheless, a fact that the first material on the Yard and Garden Contest appeared on exactly March 1st of this year and our first advertisements appeared in the March magazine.

Magazines Advertising—Nationally circulating magazines have tremendous influence on the buying habits of the American people and are one of the most powerful forces in advertising today. The magazines to be used were set forth in the red Plan Book which was sent you when campaigning for funds. Your advertising committee has adhered to this list as far as possible.

The magazines we are now using are shown on this chart and reach over 25,000,000 readers every month. These magazines blanket the nation and cover the readers in cities, small towns, and rural districts.

In order to give you some idea of the vast number of people these magazines reach every month, I want to compare just one of them—the Ladies' Home Journal—with some other objects with which we are all familiar and, by the way, these figures were given by Mr. C. C. Parlin at the Illinois Nurserymen's meeting this January.

Mount Shasta is one of the highest moun-

tains in the United States. It has an elevation of 14,000 feet. If one month's circulation of Ladies' Home Journal were piled one on top of the other, it would make a column 75,000 feet high, or a column well over five times as high as Mount Shasta. One month's circulation of this same magazine would fill the huge Chicago Memorial Stadium and there would be enough left over to fill the Yale Bowl.

These are impressive figures and will give you some conception of the huge circulation that your message to the public is receiving.

In addition to the nationally circulating



L. W. RAMSEY

magazines, the Advertising Committee is adding Sunset Magazine and Holland's Magazine to our list. Sunset Magazine has its entire circulation on the Pacific Coast and Holland's magazine, its entire circulation in the south. These magazines are being used to supplement the strictly national magazines. It also gives the Nurserymen in the west and the south a medium that can be used to put over their particular problems, due to variations in climate and season.

One important sidelight to our advertising is the editorial support which has been accorded gardening by the national magazines. Materials supporting our schedule and actually mentioning the American Association of Nurserymen were not uncommon and in one case our slogan was mentioned in a strong editorial in a magazine reaching over two million readers—a thing uncommon in the history of such campaigns.

We all know that persistency is an important factor in advertising—that a nail cannot be driven home by one blow of the hammer. For this reason, your advertising Committee has instituted a consistent program—not a spring of the year flash, but an all year program, which is hammering home its message with the persistency of an electric trip hammer.

The Planting Booklet—We were fortunate in our selection of Ernest H. Wilson to edit our planting booklet. With the help of our national advertising, over one

hundred fourteen thousand booklets have already found their way into the hands of home-owners.

As you know, the "How to Plant the Home Grounds" booklet has been edited by "Chinese" Wilson, who is to address you as soon as I complete this report. Dr. Wilson is too well known for me to add anything regarding his ability to edit such a booklet. The booklet does not mention or recommend specific varieties, but rather shows in simple terms how to beautify the home grounds and sends the home-owner to the Nurseryman for specific information.

I am sure you will be interested to know that, although it is generally considered difficult to secure adequate returns in the way of inquiries to Nursery advertising in the summer months, requests for the Wilson booklet are now coming in, when I left headquarters, at the rate of approximately 500 a day. This shows that our present appeal is creating interest to the point of action. Many who request a booklet, write that they intend to beautify their grounds and from these letters one can sense, to some extent, the effect of our advertising.

Newspaper Advertising—As you know one of our important activities is the preparation, for subscribers, of advertisements which are used in local newspapers. We felt that there was a demand for this material but none of us, in our most optimistic moments, expected the widespread use of the newspaper advertisements prepared by Campaign Headquarters.

The results from advertising are, of course, most effective if national advertising is tied up with local newspapers advertising. To date, 4,608 advertising mats have been requested by subscribers, at least 50% of which have been used. This means that in addition to our magazine advertising, many Nurserymen are localizing their appeal and have been using the newspapers in a way, heretofore, thought possible.

Press Sheets—On the chart over here, you will find a display of the newspaper Press Sheets, sent out this spring. These Press Sheets have been sent to 2400 newspapers throughout the United States. Cuts and illustrations are furnished the newspapers beside the article, so that the newspapers can use all if desired. On the wall you will find some of these clippings, which will give you some idea of the widespread use of this service. The newspapers in which these items appear have a combined circulation of 5,655,000. Many of the newspapers used all of the Press Bureau material, finding their readers more interested in planting than ever before. There are 19 clippings from one newspaper, for instance, the Louisville Courier Journal.

On the bottom chart you will also notice a radio sheet. While only one of these radio sheets has been issued so far, it is planned in the future to use still more. This radio sheet is sent to every radio station in the country and contains talks of different lengths that are used over the air by local stations. This is by no means the extent of our radio effort. Tomorrow, Mr. Cary, will tell you more about this.

Unpurchasable Publicity Over Half Million

Over 600 Percent Gain This Year in Yard and Garden Contests

Over 362 Yard and Garden Contests are in operation this year in the United States. This count does not include children's flower garden competitions, vegetable garden contest, window box campaigns nor even city beautiful movements, except where vigorous planting programs are carried on to stimulate interest in home grounds beautification and improvement.

Last year there were 48 Yard and Garden Contests in operation. The increase in the number of these contests since the Yard and Garden Contest Association was organized, January 1, 1929, is therefore over 600 percent. This percentage will be even greater before the year is over, as we have contacted many communities where contests will probably be begun this fall.

Yard and Garden Contests Make the Front Page

Yard and Garden Contests have this year made the front page of American newspapers. Exactly 379 front pages of representative newspapers, metropolitan dailies as well as small town publications, on which the Yard and Garden Contests are played up have been received at campaign headquarters. Many of them are shown in this room. Front pages in many instances have even carried 8-column banner lines on these contests. Among the large newspapers featuring these contests on the front page was the Philadelphia Inquirer, which has a circulation of 278,158 daily, and 508,538 Sunday; The Buffalo, N. Y. Evening News, circulation of 160,267 daily; Dayton, Ohio Herald, circulation of 48,203; Los Angeles Record, circulation of 55,708, and many others. No similar program, as far as is known, has ever been given the front page throughout the United States as has the Yard and Garden Contest.

Reading columns of the newspapers have been generously devoted to arousing public interest in Yard and Garden Contests.

Newspaper Space Would Have Cost Over Million Dollars if It Could Have Been Bought

At the most conservative estimate, the columns on columns of free newspaper space given Yard and Garden Contests alone would have cost \$527,594.13, could this space have been purchased. Including the Press Sheets, the publicity so far printed would have cost, if it could have been bought, \$539,615.79. We know that much more of the Press Sheet publicity was printed than copies have been secured. The Yard and Garden publicity valuation figure is arrived at by measuring space actually given in representative contests and figuring this space at a heavily discounted average rate and on a unit circulation basis, although most of the space was given in the form of reading notices and the regular reading notices rate would be more than double the rate used.

Total Newspaper Circulation Reaches 11,870,048 American Homes

The Nursery industry's appeal to plant and beautify the home grounds was read in at least 11,870,048 American Homes during the first six months of 1929 (to June 15, 1929).

Of this circulation 7,537,059 came through the Yard and Garden Contest and 5,655,028 through the Press Bureau service. There was an overlapping circulation of 1,321,609 which is the reason the grand total is

less than the combination of the two items.

The Yard and Garden Contest circulation is the circulation of one newspaper only in the terms where contests are in operation, although we know that in very many instances the contest stories were carried in two or more newspapers.

The Press Bureau circulation is not a compilation of the total circulation of the newspapers printing this service.

Highest Type Sponsorship Given

Yard and Garden Contests

Yard and Garden Contests received the highest type of sponsorship. Big metropolitan daily newspapers, such as the New York World; live Chambers of Commerce such as at Omaha, Nebr., and Palm Beach, Fla.; enterprising garden clubs such as that at Sioux City, Iowa; and public spirited civic clubs such as the Kiwanis Clubs of the Englewood (Chicago suburban) district, backed the competition. There were 83 newspapers, 83 Chambers of Commerce, 51 Garden Clubs, 24 civic clubs, 17 women's clubs, 24 civic committees, and 80 combinations of these and miscellaneous organizations.

Prizes Totalling Over \$100,000 Given

Yard and Garden Contestants

Prizes of cash and merchandise, totaling over \$100,000 at a very conservative estimate, were given in the 362 local Yard and Garden Contests. One bank in Louisville, Ky., donated \$1,000 in prize money. At Davenport, Iowa, over \$3,000 in cash and merchandise was offered. All over the country, merchants, manufacturers and shop keepers joined hands with Nurserymen to furnish sufficient incentive for city-wide competition.

Beautifying Home Grounds Lecture

Given in Over Sixty Communities

The urge to plant and beautify the home grounds was encouraged by showing the lantern slide lecture "Beautifying the Home Grounds of America." First we had five sets of slides. We had so many calls for these slides that we purchased two more sets. Never did we have enough to meet the demand. We were fairly swamped for requests for these slides.

This lecture, prepared by the Yard and Garden Contest Association, was used to organize contests and to arouse popular enthusiasm for home grounds beautification after contests had been begun. This lecture was booked for return showings in several instances, Columbus, Ind., being one of these communities. At Great Falls, Mont., the lecture was kept nearly a month and given repeated showings. At Gary, Ind., it was booked for ten showings. It is estimated that these eight lectures have been shown at least 185 times to an audience of over 37,000 people.

1929 Fall and 1930 Spring Prospect

List is Already Begun

During the rush of the present Yard and Garden Contest campaign, attention has been given to this fall's and to next year's programs, 58 live prospects for contests being now on file. This list is being increased every week.

Preliminary Draft of County Yard and Garden Contest Written

Need of a Yard and Garden Contest plan to fit the farm community has been recognized. This problem has been studied. The new farm contests now in progress have been analyzed. Suggestions have

been solicited and important parts of this farm contest plan have been taken up by correspondence with agricultural college extension professors and with those organizations now conducting such competitions. The opinions of county agents and farm bureau officials have been solicited.

From contacts which we have had with the farm field this year, there is a good reason to expect success with our County Yard and Garden Contest program next year.

Five Hundred Yard and Garden Contests in 1930 is Office Goal

This year the Yard and Garden Contest Association had a goal of 200 contests which was passed six weeks ago. For 1930 this office has set its goal as 500 Yard and Garden Contests and \$1,000,000.00 worth of free space to help plant and beautify the home grounds of America.

Selling Helps—Mr. Cary, the educational director of the association, has had full charge of the distribution of Sales Helps. Tomorrow he will give you full information of the widespread use of all Sales Helps material.

In addition to the numerous forms of Sales Helps, all contributing Nurserymen have received several truck cards to be used on their trucks. This offers a constantly moving and active billboard, carrying the national insignia and showing that the local Nurseryman is tied into this movement.

You will certainly agree with me that during the last three or four months things have certainly been happening. There has been more done in these few months to create a greater sale for our products, than has ever been done before, even over a ten year period. And that's not all—your advertising committee has even greater plans for the future. I just told you that we intend to extend our Yard and Garden Contests to the farm homes and here is some real good news: Your advertising committee, after sharpening their pencils and taking into consideration the fine response to pledges, has decided to use color in this spring's advertising. This means that our advertisement will appear on equal terms with other big advertisers.

A Resume—Before I close let us review for a minute the fact that by July 1st our advertisements had appeared in over 23,000,000 individual magazines; that publicity is appearing in newspapers going into 11,870,048 homes; that the space devoted to planting, if purchased, would cost over ½ million dollars; that \$100,000.00 in prizes alone are being given to stimulate the homeowner to beautify his grounds; that homeowners all over America have actually signed up in a contest to make their grounds more beautiful than their neighbors; that contributing Nurserymen are receiving sales helps every month and these are all directed at the consuming public; and that at this time all bills are paid and there is money in the bank.

Certainly a review of these facts can only lead one to the conclusion that the advertising committee of the American Association of Nurserymen and its offices have been giving the subscribers as much publicity and advertising for the amount spent, as it is possible to expect. Anyone reviewing these facts cannot help but conclude that if this activity keeps up, for four consecutive years, the increased consumption of Nursery products is a foregone conclusion.

President Flemer's Address at Boston Convention

President Flemer in his address at the Boston convention first expressed his appreciation of the warm welcome received by the association at Boston and acknowledged due credit to the New England Association. He explained that to save time committee reports were to be presented in summary form at the convention though full reports would appear in the proceedings. He said little regarding the National Advertising Campaign, leaving that to be taken up at the special session set aside therefor. He urged that utmost care be taken in preparing catalogues and advertising matter to avoid misrepresentation, quoting Mr. Tolles' remark that "a lie is a liability."

Appropriations—It was recalled that the by-laws had been amended to provide that all resolutions carrying an appropriation must first be submitted to the executive committee, thus safe-guarding the treasury from hastily made appropriations.

Sinking Fund—The \$10,000.00 Sinking Fund was reported as having been invested in high-grade securities and now drawing interest.

Standardized Plant Names—The association this year made its final appropriation to retire the deficit on the 1923 edition. Nurserymen were urged to procure copies of this handbook for all employees, directly concerned with the buying and selling of Nursery stock.

Uniform Lien Law—Mr. Flemer urged the members to have patience in the necessary slow progress made in this matter. He expressed every confidence that when completed the work would be thoroughly done and worthy of the association's hearty support.

Wholesale Price Lists Distribution—The indiscriminate distribution of wholesale price lists is to be regretted since it may cause serious injury to the industry as a whole. The practice is strongly disapproved by the trade.

Cost Accounting—Since selling below cost of production is more often due to ignorance of true cost the appointment of a standing committee to prepare proper plans of cost accounting, adapted to the Nursery industry, was recommended. This is to be a system so simple and workable as to be adopted universally, and thus establish a uniform system of keeping costs.

Statistics on Production and Distribution—Committees to work on such statistics were suggested to outline a plan of action and to submit that plan to the executive committee at its midwinter meeting. Such committees seemed desirable so that overproduction in certain lines of Nursery stock might be readily seen, and facts on all phases of distribution easily accessible.

With the passage of the law authorizing the new census an exceptional opportunity presents itself for the compilation of statistics on the distribution of Nursery stock. A temporary committee on the census was suggested to cooperate with the Bureau of the Census in Washington in this connection.

State Nursery Competition—Mr. Flemer urged that there be no relaxation of opposition to the unfair competition offered by state Nurseries; that members consistently face this problem squarely and intelligently until the goal had been reached; that members should cooperate especially toward bringing violations in this regard to the front for immediate attention; that a committee might be appointed especially for this problem.

National Arboretum—Appointment by Secretary of Agriculture Hyde of two prominent Nurserymen, Harlan P. Kelsey and Robert Pyle, to the National Arboretum Advisory Council, and departmental committees fully cooperating would seem to indicate that this important matter would be well taken care of.

Plant Quarantines—Mr. Flemer stated that recent reorganization within the Department of Agriculture had not adversely affected quarantines regarding the Nursery industry. In fact, present government officials seemed to show a keen appreciation of the Nurserymen's problems and close cooperation could be expected.

Official Entomologist—Since scientific re-

search seems to be the requirement in the modern business world, it was suggested that immense advantage to the industry would accrue if the association were to require the services of competent well-known entomologists not only to furnish scientific information but to study and devise new and more efficient methods of controlling insect pest and plant diseases.

This should prove as advantageous as the retaining of Mr. Macdonald as legal advisor, which is highly desirable and should be permanently arranged for.

Membership Drive—That the time has come for the appointment of a permanent committee on membership, large enough to cover the entire country, would seem obvious; a committee being needed to relieve the secretary of this burden and to give the matter special attention so as to induce the 650 eligible Nurserymen who are not now members to join the ranks.

In conclusion Mr. Flemer expressed special appreciation and thanks for the wonderful work, untiring efforts and whole-hearted cooperation of the secretary and the various committees, without which no progress could be made.

St. Louis' Cordial Invitation

The cordiality of the present day invitation to make a city a convention headquarters is shown in the following under date of July 8, from the St. Louis Convention Bureau:

St. Louis invites the American Association of Nurserymen for 1930.

We hope that you will consider the advantages of our city, an ideal location for a convention; easily and quickly accessible from the entire country.

Besides this natural advantage, our organization will be glad to handle all arrangements for your convention. We will work with your committees in endeavoring to make your convention here the biggest and best you have had. We will help build up the attendance through the medium of direct mail advertising and newspaper publicity; we will help you build your program by securing local authorities on various subjects; we will take care of your registration, furnishing the necessary number of typists, clerks, typewriters, registration cards, signs, files, etc.; we will handle and disseminate your publicity, not only locally but nationally through the various press associations. In fact, we will do everything in our power to make your convention in St. Louis an outstanding one.

In addition to these material things, there is a certain spirit of friendliness here which impresses visitors, especially those who have attended conventions in other large cities. We are sure that every guest to this convention will feel that he is among home folks, and will not long be conscious of the fact that he is a stranger within our gates.

So far as the writer is personally concerned, you can count on the heartiest cooperation in every capacity he is able to serve in the event this convention is assigned to the City of St. Louis.

CHARLES F. HATFIELD
Secretary and General Manager

Ohio Nurserymen's Meeting

In regard to the summer meeting of the Ohio Nurserymen's Association Secretary Royce Pickett, Clyde, O., says: "The date has been definitely set for August 14th and 15th, with headquarters probably at Painesville, Ohio. While no definite arrangements have been made, a tentative program has been outlined. Probably the first get-together will be in Cleveland, with a theatre party or boat ride in the evening. The next morning the party would tour the newer residential sections of Cleveland, and thence go east to Painesville, where lunch would be served. Opportunity would be given to visit the Nurseries throughout the county, and the second night would be spent in Painesville."

W. A. T. Murrey, pioneer Nurseryman of Myrtle Springs, Tex., died June 3.

MINNESOTA NURSERYMEN'S ASSOCIATION

W. T. Cowperthwaite, St. Paul, Secy.

In a news-letter to members of the Minnesota Nurserymen's Association, Secretary W. T. Cowperthwaite makes this report:

"At least until the next meeting of the State Legislature the commercial Nurserymen of Minnesota are free from the menace of the state-operated Nursery. We can for the time put our energies to producing stock and building sales without the handicap of destructive competition such as a state-owned Nursery business might develop.

"At our convention last December the delegates impelled by the apparent popular demand for a Minnesota reforestation program, went on record as not opposed to a state-operated Nursery provided that only forestry planting-stock would be grown and that the output would be restricted to use on purely reforestation projects. To invite state competition would spell business disaster, so there was proper hesitation to endorse the establishment of a state Nursery which in political hands would surely prove most harmful.

"Single-handed the Nurseryman would be unable to protect his rights from unfavorable legislation but your state association could and did act promptly to safeguard your means of livelihood. A strong committee of unselfish workers was appointed and these men studied the state reforestry proposals and appeared before the legislative committee in your behalf. Your gratitude is due to the following men for their successful service on this committee, namely, Ray Spear, chairman, C. H. Andrews, D. M. Mitchell, Thomas Cashman, C. N. Ruedlinger, B. J. Loss, Ralph Wedge, D. T. Tierney and J. V. Bailey. Their work was most skillfully handled for they not only held up the proposals for unfavorable legislation but at the same time made it clear that the Nurserymen were in full accord with any practicable reforestation project for Minnesota.

"A prominent Nurseryman has just written to your secretary: 'It is a good idea to acquaint the members with information about the important work that their organization is doing. The killing of the state Nursery bill in itself is worth all that the organization will ever cost any of the members.'"

An appeal is made to the members of the Minnesota association to pull together actively to secure for Minnesota (Minneapolis) the 1930 convention of the A. A. N. The following message from M. R. Cashman, chairman of convention arrangements:

"The value of the convention to Minnesota Nurserymen cannot be over-estimated. The information gathered at these meetings together with the stimulating effect that comes with rubbing shoulders with live wires will have on us fellows who put in nine months shoveling snow and two months seeking shady spots cannot fail to return a huge reward that will be measured in dollars and cents."

The Oregon Nursery Co. at Orenco, Ore., has been purchased by Martin Bernards. The business will be continued under the new name of Bernards Nursery.

Ray you saw it in "American Nurseryman"

More and Bigger Sales Made by Telling the Buyer How to Use Your Product

HOME GROUNDS

THEIR PLANNING AND PLANTING

BY L. H. BAILEY

"A home . . . is more than a place in which to eat and sleep. The home comprises the grounds as well as the house."

A NEW EDITION of Dr. Bailey's popular and practical book. New pictures and a new plan make "Home Grounds" of more value than ever to the nurseryman (or seedsman who handles plants) who gives real service to his customers and prospective customers. It is intended to supplement your landscape or planting department and to show how the home grounds can be made more beautiful and consequently more valuable.

The revised edition contains 64 pages, with many pictures of plantings, of specimen evergreens, shade trees, shrubs, with diagrams showing how to use plants on small places and larger estates.

Every dealer in plants can use this book in building more business. Sample copy and prices sent on request.

GARDEN ROSES

HOW TO MAKE THEM GROW AND BLOOM

THE THIRD in the series of McFarland sales-promotion booklets. The questions your customers ask are answered by a practical Rose-grower. How to use Roses, and the various classes, open the book; how to plant, prune, spray, and cultivate are clearly covered. Timely hints on ordering, and the number required for best results, mean larger sales. A copy of this book in the hands of prospective buyers is bound to sell more Roses for you. It makes people want Roses—and what people want they usually get.

A sample copy will be sent to Rose-growers who want to increase their business. Write us for details.

THIS IS HOW ROSES SHOULD BE PLANTED

A SIX-PAGE folder showing by pictures and story how to plant Roses. Every one of your customers ought to have a copy. Your name and address printed on first page. Ask us for sample and prices. The cost is so reasonable that you can send them broadcast.

FRUITS

FOR THE HOME GROUNDS

BY U. P. HEDRICK

"He who plants fruits is a friend of man. There ought to be a round million more fruit-gardens in this fruit-hungry land."

FOR THE MAN who has only a handkerchief-size lot up to the hundred-acre orchard-owner, this book holds practical and profitable planting points. What else could be expected from the author?

Planting, cultivating, pruning, spraying, and other operations are briefly covered. A mighty valuable table of varieties occupies four pages. Districts to which varieties are adapted are indicated, with key to color, size, and quality of the fruit.

Nurserymen who sell thousands of fruit trees, or dealers who sell only a few, should use "Fruits for the Home Grounds" to stimulate greater interest in both commercial and home orchards.

Sample copy, with prices on varying quantities, will be sent on request.

PICTURE POST CARDS

IN FULL COLOR

FLOWERS, Fruits, Roses, Vegetables, in natural colors. Standard postal card size, $3\frac{1}{2} \times 5\frac{1}{2}$ inches. Low postage rates on these cards (1 cent) will permit you to use them in a multitude of ways—acknowledging orders, advice of shipment, offers of collections or of specific varieties, presenting new items, etc. Samples will be sent if you will tell us what special items interest you—the entire collection is too large to permit sending all.

LANTERN SLIDES

PREPARED for showing before garden clubs, schools, colleges, universities, and organizations interested in outdoor subjects. The coloring is done by our own artists, from our own notes, thus insuring accuracy of color and detail. Our entire photographic collection is available for the making of lantern slides, or slides will be made from negatives or prints supplied.

Full details, with prices for slides in any quantity, will be forwarded on request.

J. HORACE McFARLAND CO.

Mount Pleasant Press

HARRISBURG • PENNSYLVANIA

Color Makes Sales

We Mean ACCURATE Color,
Not Just COLOR!

ADVERTISERS and catalogue-makers who study sales and advertising know that color is a potent factor in sales increases. Effective selling presents the result in the most attractive form—and ACCURATE color meets the requirements.

For several seasons previous to 1928, a customer issued a good catalogue in one color—not a large book, nor a large edition. Each year there was a satisfactory volume of business. For the season of 1928 the use of our kind of accurate color was proposed. The size was the same as in 1926 and 1927. No special changes were made in the text nor in descriptions; neither was there any "price-cutting." The only noticeable change was that sixteen different subjects were pictured in the colors given to the flowers by Nature. Was there an increase in sales? We'll tell the world there was!

These sixteen subjects showed an increase of ONE HUNDRED AND FIFTY PER CENT over 1927. None jumped less than FIFTY PER CENT, and one item of 200 in 1927 rose to 3,000 in 1928.

Our representatives will be at the Seed Trade Convention in Chicago, June 25 to 28, and at the A. A. N. in Boston, July 16 to 19. At either, or at your office, if you prefer (upon your suggestion, without liability), we will gladly discuss ACCURATE color, adequate advertising, better catalogues.



J. HORACE McFARLAND CO.
HARRISBURG, PENNSYLVANIA

es Climb



ND CO.
NIA

A Complete Selling Service for Seedsmen and Nurserymen

THE McFARLAND
PUBLICITY SERVICE
is a recognized advertising agency and recommended by various publishers' associations. Under one direction we aim to conduct successful advertising efforts for nurserymen, seedsmen, and allied trades—plans, advertising copy, preparation of catalogues, booklets and folders, printing and mailing if required. This service will include a thoughtfully prepared plan looking toward the sale of your products. Such a plan may advise

*Magazine, Farm Paper
or Newspaper
Advertising*

to reach prospective purchasers over large areas or in limited sections. How-

ever, inquiry may show that your needs can be served best, and your sales increased by a series of

*Direct-by-Mail
Advertisements*

We do not have a fixed plan, but prefer to become familiar with your problems before presenting plans. We believe that this one-service idea is more economical than the usual way of scattering these essentials among half-a-dozen unrelated firms, a custom that generally results in delays and indifferent returns.

We shall be glad to talk with nurserymen or seedsmen who feel that their sales-field should be enlarged, or who are not entirely happy in their present advertising connection.



*McFarland Publicity Service
Harrisburg, Pennsylvania*

LOOK US OVER!

KERRIA JAPONICA. The double flowering kind. Needed in the landscape.
ROSE ACACIA. Standard or tree form. A good thing, growing in popularity. Try a few.
CATALPA BUNGEI. We grow 'em right: smooth stems; well branched tops.
SOFT MAPLE. Up to 3 inches. As smooth as you ever saw. Make us prove it.
AMERICAN ELM. Still good property. All sizes up to 2 inches; a few larger.
AMUR RIVER PRIVET, NORTH. One of our specialties.
SPIREA CALLOSA ALBA. Up to 2 ft. It's hard to get 'em that big.

NOW TELL US WHAT WE SHOULD QUOTE ON.

A. WILLIS & COMPANY

Wholesale Nurserymen

OTTAWA, KANSAS

NURSERY STOCK in CARLOAD LOTS

One of the largest stocks of ornamentals in the United States.

U. S. Route 45 runs through our Nursery. In driving through on your vacation, stop and see our growing stock.

Visitors always welcome.

ONARGA NURSERY CO.

CULTRA BROS., Mgrs.

ONARGA, ILLINOIS

**NORWAY SPRUCE
BLACK HILL SPRUCE
ORIENTAL SPRUCE
WHITE SPRUCE**

Specimens in all varieties up to 5 ft.

BUXUS SEMPERVIRENS

10-12 in.—12-15 in.—15-18 in.

VERY BUSHY AND HEAVY

Can Furnish Same in Carload Lots

Will have several thousand

CUTLEAF WEEPING BIRCH

to offer for Fall and Spring delivery

4-6 ft.; 6-8 ft. sizes

The Independence Nurseries Co.

INDEPENDENCE, OHIO

T. SAKATA & CO.

Specialists

TREE SEED SHRUB

HERBST BROTHERS

42 South Street

NEW YORK

IT'S TIME TO DUST



and be sure you have a Peerless Dust Gun to apply it with.

It has stood the test and it's a pleasure to meet the owner of a Peerless. It is constructed of first class material by skilled workmen. Scientifically designed to produce a maximum of power with a minimum of effort. It brings results as low plants or medium sized trees are easily reached. Write for a circular and say where you saw this ad.

PEERLESS DUST GUN COMPANY
5100 St. Clair Ave. Cleveland, Ohio

SPECIAL

A Loose Leaf

PLATE BOOK

At the Price of a Map

80 COLORED PAGES

Special Sample Price \$2.00

PROCESS COLOR PRINTING CO.

Formerly CHRISTY, INC.

Searle Bldg. ROCHESTER, N. Y.

SPIREA VANHOUTTE

2-3 ft., 3-4 ft., and 4-5 ft. in quantities.

HYDRANGEA ARBORESCENS

18-24 in. and 2-3 ft.

HYDRANGEA PAN. GRAND

18-24 in. and 2-3 ft.

BERBERIS THUNBERGI, CALIFORNIA

PRIVET, and all other SHRUBS in a good assortment.

WISC. WEEPING WILLOWS

6-8 ft. and 8-10 ft.

FRUIT TREES, GRAPE VINES, and

SMALL FRUIT PLANTS

"WEST has the BEST"

T. B. WEST & SONS

PERRY, OHIO

Immediate Delivery

"Boskoop" (Dutch) Burlap
Squares (all sizes)

"Boskoop" Fine Granulated
Peat Moss

"Tonking" Stakes
Shading Burlap Reed Mats

Write for Price-List

Half-Moon Mfg. & Trading Co.

INCORPORATED

60 BROAD ST., NEW YORK

PECAN TREES

CAR LOTS our specialty, but we accept orders from nurserymen for any number of trees. Also have Satsuma Orange trees.

Simpson Nursery Co.

Monticello, Fla. Established 1902

Bolling Farms Nurseries

Growers

**ORNAMENTAL SHRUBS
BROAD LEAVED EVERGREENS,
PRIVET, VINES, POPLARS,
ARBORVITAE**

And other Conifers

Catalog and list of our offerings will be sent upon request.

Bolling, Alabama, Dept. B

BOYD GROWN

HARDY SHRUBS

AMUR RIVER NORTH PRIVET

CALIFORNIA PRIVET

FOREST & SHADE TREES

BARBERRY

COMPLETE LINE

Lining Out and Larger Sizes

Send Your Want List for Quotations

Write for Trade List Let's Do Business

Forest Nursery Co., Inc.

MCMINNVILLE, TENNESSEE

American Bulb Company

Importers and Growers of

Dutch Bulbs, Cannas, Tuberoses, Gladioli, Hardy Lilies, Manetti, Lily of Valley, Spagnum Moss.

Send For Free Catalogue.

6 Murray St., New York City

182 N. Wabash Ave., Chicago, Ill.



Field-Grown

Winter Harvested

HOWARD

ROSE COMPANY

Hemet, California

TREE SEEDS

Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

CONYERS B. FLEU, JR.

6836 Ross St., Germantown, Philadelphia

WE SUGGEST RESERVATION OF ADVERTISING SPACE NOW
FOR THE COMING ACTIVE MONTHS

In **The American Nurseryman** Chief Exponent of the American Nursery Trade

Exclusively for the Nursery Trade and Allied Interests

Logical Medium for Inter-Trade Communication

National and International Circulation

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State St., Rochester, N. Y.

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

Published Semi-Monthly by
AMERICAN FRUITS PUBLISHING CO., INC.
39 State Street, Rochester, N. Y.

RALPH T. OLCOTT, Pres. and Treas.
Phones—Main 5728, Glenwood 790
Chief International Publication of the Kind

SUBSCRIPTION RATES
One Year, in advance - \$2.50
To Foreign Countries and Canada - 3.00
Single Copies - .30

ADVERTISING RATES on Application
Advertisements should reach this office by the 10th and 25th of the month previous to the date of publication.
If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., JULY 15, 1929

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1892, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists."—John Watson.

Valuable Beyond Estimate

All the advertising in the world will not build your business, it only creates a little more demand and you must back it up with efficient merchandising, not merely order taking.

Nobody wants to buy advertising, but what business can get along without it? Advertising has little value in itself; but the desire it creates, the knowledge it conveys, the cause to which it spurs us and the time it saves are valuable beyond estimate.

The power of the printed word depends upon the thought behind it. All things come to the other fellow if you only sit down and wait. Advertising helps to get the new customer. Why not employ it to hold him? Advertising should be prepared for prospective buyers not for advertising men. Successful advertising factors are regularity, persistence and continuity.

When customers ask questions they are entitled to complete, correct answers. Don't expect one little piece of advertising to bring in an avalanche of orders; the biggest snowdrift piled up flake by flake.—H. G. Loftus, St. Paul, Minn.

\$1000,000 Landscaping Contract—A contract for landscaping the Allegheny County Memorial Park, Thompson Run road and Duncan avenue extension, totaling more than \$1,000,000 has been awarded Freeland, McHale & Patten, Inc., Pittsburgh. It is said to be the largest contract for landscape architecture ever let in Pennsylvania. According to plans the park will be ready for occupancy this fall.

The Mirror of the Trade

CAMPAIGN UNDER FULL STEAM

National Campaign Headquarters announces that more than 800 names are now on the Honor Roll of the Nursery Industry—subscribers to the funds for the creation of a wider market for Nursery stock. That the Campaign has been pushed constantly is shown by the fact that advertisements in magazines reaching approximately 84,000,000 readers assisted in the distribution of 116,000 copies of the booklet, "How To Plant the Home Grounds," edited by Ernest H. Wilson. Sales helps have been sent out to the extent of 75,000 employee bulletins, 74,000 advertising stickers and more than 4,500 newspaper advertising mats. In newspapers all over the country, as evidenced by copies received from time to time in this office, have appeared columns of matter relating to the Yard and Garden Contest. It is estimated that 11,870,428 homes have thus been reached.

The annual promotion fund is now well over the \$640,000 mark.

July Ladies' Home Journal carries a double column Campaign advertisement to a circulation of 2,538,412 featuring the question, "What is the view from your rear window?" August House and Garden carries a similar size message designed to stimulate persons of means to plant this fall in order to gain winter beauty and assure more vigorous growth next spring. August Ladies' Home Journal carries an advertisement featuring the Outdoor Living Room.

Yard and Garden Contests are to be extended to farmsteads. The July Country Gentleman carries a two-column advertisement featuring farm home beautification.

A National Home Planting Bureau lapel button is provided for salesmen. It bears the name of the Nursery concern represented by the salesman.

Advertising suggesting summer planting for immediate landscape effects is urged.

The Campaign idea, conceived by the A. N. in the administration of President Hillenmeyer and his development committee headed by E. C. Hilborn, has been actively directed by President Flemer who has given unstintingly his time, thought and energy. He has been assisted by a particularly strong group of leaders in the industry.

Credit Problem Looms

In the periodical letter to members of the Southern Nurserymen's Association, the writer, this time Lee McClain, Knoxville, Tenn., says:

Our president, Mr. Nicholson, has asked me to write a line to be mailed to the membership this month. There are so many problems that are worrying me right now, I don't know which is the most important to talk about. I believe sales with most of us the past season were normal or a little better; but how about collections? What good is it going to do us to put on a big selling campaign if we don't get the money? It seems to me that the credit situation is the biggest problem that confronts the Nurseryman today. We spend two or three years of our life's energy and good money growing stock, and then ship it out on a six months open account without interest; and then, when that six months is up a large portion of the accounts are not paid sometimes for another six months, and in some cases they are never paid, and away go our profits!

I believe that the retailer should have a better method of collecting from the retail trade. We should have laws enacted if necessary, to give us something like a

Mechanics Lien on property that our products are planted on until the bill is paid, and then the wholesaler should confine open accounts certainly to not over 60 days. Then with favorable seasons for growing our stock we could make a decent living.

To Discuss Wholesale Controversy

Editor American Nurseryman:

Regarding the wholesale controversy as discussed in your May 15th and June 1st American Nurseryman, would say: The points are well taken and worthy of consideration by every Nurseryman desirous of advancing the industry. There is entirely too much feeling that orders should be gotten regardless of price and methods used. This matter will come up for discussion in Boston; and, although it will be impossible for the A. A. N. to take any definite action, because of the Anti-Sherman Trust Act, a thorough discussion cannot help but do some good and in time we should be able to make progress.

One of the big stumbling blocks in the whole question is that price seems to be the determining factor in most every sale between Nurserymen. In other words, I do not know of any retailer that places business because of the policies that firm uses regardless of whether the price quoted by the firm in question is a few cents higher or not.

It seems to me the retailers are in a position to force the issue and compel wholesale firms to sell legitimately, by getting together a strong organization with agreements to buy only from the firms giving protection and have backbone enough to live up to it.

Princeton, N. J. WM. FLEMER, JR.
June 29, 1929

Government-Grown Trees

The merry war on commercial Nurseries is continued by certain forestry authorities. Where the line of demarcation between forest production and ornamentation exists may not be easy to describe. But the American Nurseryman is regularly showing indications as they crop out, of distribution of government grown trees for purposes exactly the same as are named in arguments for landscaping. From Lansing, Mich., comes the announcement:

Of the thousands of land owners throughout the state, only 127 this spring realized that by planting trees on their property it would be made enjoyable as a place of habitation, more profitable to sell, and that a certain financial yield in forest production ultimately would result. Orders for Nursery stock should be entered as soon as possible for fall shipment.

Peach Varieties for New Jersey

The New Jersey Peach Council, appointed last summer by the state horticultural society, has been studying the question of peach varieties in co-operation with the experiment station and also with the Department of Horticulture regarding new sorts developed by the station. The Council is composed of ten successful growers.

The Council recently recommended that thirty-nine of the peach varieties grown in New Jersey on a commercial basis be placed on the black list by the society. Six additional varieties, including the Alton, Carman, Eureka, Arp, Chair's Choice and Lola, have been placed on a "dark brown" list. The Committee and the Department of Horticulture feel that if growers will follow these recommendations, great good will be accomplished for the fruit industry of the state.

Nursery Trade Bulletin

Summer outing of Ohio Nurserymen's Association is scheduled for Aug. 14-15.

The Northern Tree Service, Wilmington, Del., \$100,000, has been incorporated.

"Everlasting Beauty" is the slogan of the Commercial Peony and Iris Growers Association.

Blue Bird Nursery, Easley, S. C., is a new member of the Southern Association of Nurserymen.

Oklahoma Nurserymen's Association will meet in mid-summer session Aug. 28-29 in Noble, Okla.

Incorporations—Hazelwood Florist and Nursery Gardens, Louisville, Ky., \$10,000, J. T. Sykes and others.

Exline Evergreen Farm, five miles from Dallas, Tex., is producing Nursery stock under the management of J. B. Vestal.

Greening Nursery Co., Monroe, Mich., supplies a prize of \$50 worth of trees and shrubs for the Dearborn, Mich., Yard and Garden Contest.

Southern Nurserymen's Association convention in Birmingham, Ala., will be held Sept. 9-10 instead of 11-12 as heretofore announced.

C. E. Parsons, proprietor of the Felix Gillet Nursery, Nevada City, Cal., called on Western New York Nurserymen and spent some time in Highland Park Arboretum, Rochester, N. Y., en route to the A. A. N. Boston convention.

Organizations, such as the Boy Scouts, Girl Scouts, Girl Reserves, Camp Fire Girls, 4-H Clubs, De Molay include forestry in their programs. The American Tree Association has given 3,000,000 forestry primers to the schools of the country and plans are now being made for distribution to women's clubs.

Portland Nursery Club—At its recent meeting the club listened to reports of the Walla Walla convention by Messrs. Steinhilber, Harris and Lewis. Mr. Brownell, in answer to C. B. Lewis' questionnaire on "Why Customers Quit" announced use of an effective sticker, "Good Will Customers Return to Places Where One Is Served Well."

Justin Matthews, Little Rock, Ark., will back Oscar Wilhelm in a Nursery business at that point. Mr. Matthews is the son of S. J. Matthews who was in the Nursery business a quarter of a century in Monticello, Drew County, Ark. He employed salesmen and his was said to be the largest Nursery in the Southwest. He went out of the business in 1889.

Kennicott & Johnson plan an up-to-date Nursery in Mt. Prospect, Cook County, Ill. The firm has completed a model garden for William Busse on the Northwest Highway, at a cost of nearly \$9000. "From the highway northward," says Mr. Johnson, "there is a pleasing vista; first the beautiful lawns, then the red barberry, with roses in the background. A little further in is the water garden, with gold fish and lilies that will give a bloom a day. Just beyond this is a wonderful rock garden and on either side are fancy pergolas, which give a formal entrance effect. The benches will be of Wisconsin full wreathed limestone as will be the pool and rock for the garden. This is to the best of my knowledge the only formal rose garden and beauty vista in this territory, something that Mt. Prospect can be proud of."

Robert Johnson, a graduate of the University of Maryland, and a classmate will have charge of a Nursery of 168 acres near Annapolis.

Vienna, Ill., Nursery was one of the points visited by members of the Illinois Horticultural Society on its summer tour last month.

John Watson again speaks strongly in favor of the Agnes rose which he regards as the best hardy yellow rose, the only yellow hybrid Rugosa, fragrant in marked degree.

T. E. Huffman, Hillsboro, Tex., is enthusiastic over the possibilities of creating strong demand for Nursery stock by the liberal use in print of the slogan: "Every Back Yard a Living Room."

Heard Around the World—News of the A. A. N. Publicity Campaign has reached the antipodes, the Seed and Nursery Trader of Australia and New Zealand, published at Melbourne, announcing the "vigorous campaign in the U. S. A."

A project to establish an International Peace Garden will be put forth at the annual convention of the National Association of Gardeners, which will take place at the Royal York Hotel, Toronto, Canada, Aug. 6-9.

New A. A. N. Members: Secretary Sizemore reports enrollment of these members: The Rice Nurseries, Geneva, N. Y.; Sherman Nursery Co., Sherman, Tex.; Wisconsin Sphagnum Moss Sales Co., Wisconsin Rapids, Wis.

Incorporations—Sunshine Grove and Nurseries Co., \$90,000, Tampa, Fla., F. M. Cooper and others.—Philol Corporation, Ocala, Fla., L. W. Duval, T. D. Lancaster and T. J. Kemp.—Hartsdale, N. Y., Nurseries, \$10,000, William H. Ihlefeld and others.—Strongsville, O., Nurseries, Sidney N. Weitz and others.—Lincolnvale Nurseries, Gary, Ind., C. R. Hughes and others.—Strongsville, O., Nurseries.—Tamaracks Nursery, Hudson, O.

Seventy-five Years to Test a Tree—The reason many trees do not thrive on Long Island is because the plants don't fit the soil, and plants from an equable climate should be grown there, Henry Hicks of the Hicks Nurseries, Westbury, told the members of the Lions Club recently. "We should get trees from a climate that is even more changeable than ours," Mr. Hicks said. Plants that grow in northern Japan and Korea would thrive on Long Island. But it takes about 75 years to test a tree and see whether it will grow here."

Michigan Cherry Crop—With 57 per cent of the cherry trees in Michigan less than five years old and therefore not bearing, the Wolverine cherry crop will be nearly doubled during the next five years. That situation presents a problem of taking steps to care for over-production, authorities from the government, state college and the industry itself told 300 farmers at an organization rally of the Michigan cherry growers at Traverse City last month.

Unless the day when the public demands cherry pies comes soon, the industry will face dark days, it was said. It was the threat of over-production which prompted A. J. Rogers, Beulah, one of the state's leading growers, and a number of others to launch the cooperative organization for purposes of promoting cherry consumption and removing surpluses. Growers representing approximately half of the Michigan crop pledged their participation.

Arboretum, Floriculture, Gardens

Dr. Frank Aydelotte, president of Swarthmore, Pa., College, has announced gifts totaling \$75,000 for the establishment at Swarthmore of the Arthur H. Scott Foundation of Horticulture, in memory of the late Arthur H. Scott, former president of the Scott Paper Company, who graduated from Swarthmore in the class of '95.

The terms of the foundation state that it "is created for three purposes: The founding of an arboretum; the development of floriculture; the protection of interest in better gardens." President Aydelotte explained that in the furtherance of these aims, three projects are proposed: the horticultural development of the Swarthmore campus, the Crum Creek region and the Crum-Martin woods, recently given by Dr. and Mrs. Martin; endowment of a chair of horticulture in the faculty at Swarthmore; and the annual award of a medal and a prize of \$1,000 based on a nation-wide competition for outstanding service for better gardens.

As sales are the life of every business, so the atmosphere of the building and grounds where sales are made reflects the vitality and spirit of the organization. This is particularly true of Little-Tree Farms, in Framingham Centre, where a combination of the glass-enclosed sales building with ample beds, plantings and display grounds has been carefully designed for greatest possible appeal. One can find there something new and modern, something colorful, something suitable for every home, and this is what hundreds have learned to seek out and admire at Little-Tree Farms. In this way a progressive New England company has met the problems of attracting cash and carry sales and building up a large "repeat" business. Garden lovers come from all over New England to visit them, and find there real inspiration for arranging and improving their home grounds.

The whole idea underlying this method of merchandising can be expressed in four words—**artistry**, in displaying plants and materials for greatest attention, value and beauty of effect—**suggestion**, in grouping related things and showing them as they may be used—**completeness**, in offering for sale all types of service and materials needed to improve or care for the home grounds—and **convenience** in arranging samples for sale, labeled and priced, where they may easily be inspected.

There are gorgeous shrubs and colorful perennials in full bloom, hundreds of summer flowers nestling among rich evergreens, bubbling fountains, rustic and painted arbors placed along the paths, imported terra cotta and stone benches tucked into shady nooks tempting the wanderer to stop and rest. Bird baths, sundials and gazing globes form the centers of other pictures and the latest styles of garden furniture or pottery, placed in the proper setting show unusually effective use of these in the landscape scheme.

The exhibition building and grounds are convenient not only for the Nursery salesmen, but also for the landscape architects of Little-Tree Farms, who frequently make appointments with their clients there and show them about the grounds, so they may better visualize the way plants and garden accessories will look on their own grounds.

The approach to the large glass building is through sample beds containing specimen plants of different species offered for sale. Each size and kind is conspicuously marked with its common and botanical name and the price, so that customers can wander at their leisure and pick out the plants they want. Courteous salesmen are at hand to answer questions and give help when requested. The sections of the show grounds are connected with sample walks of various types laid by the landscape department.

Pennsylvania Orchards—State Dept. of Agriculture has compiled lists by counties showing that commercial orchards of Pennsylvania comprise 1,804,175 apple trees and 1,270,325 peach trees on 1,685 farms. Adams County leads with 330,675 apples and 99,250 peach trees on 220 farms.

Advisability of Further Import Restrictions

Is Considered In Plant Quarantine Conference In Washington—Subject of Rose Stocks Postponed For Later Consideration By the Authorities

OFFICIAL STATEMENT REGARDING MAHALEB AND MYROBALAN

As we go to press the advisability of placing further restrictions on the importation of fruit stocks, including cuttings or any classes of them, is being considered at a conference called by the Plant Quarantine and Control Administration of the U. S. Dept. Agr. for July 19, at the offices of the administration, Washington, D. C.

In explanation of the proposed conference, the department referred to its announcement of July 25, 1928, excluding apple, pear, quince, and Mazzard cherry stocks, in which the following statement was made: "With respect to the deferred action as to the items Mahaleb cherry, Myrobalan plum and rose stocks, if in the judgment of the department it should later seem possible to consider final action relative to these stocks, a conference will be called and, if the information presented should warrant the department in excluding such stocks, it is understood that the effective date of such exclusion will, if safety permits, be so fixed as to allow a reasonable period for adjustment, both in this country and abroad."

At this conference it is also proposed to give consideration to other fruit stocks, such as fig, nut, persimmon, etc., which have been imported in relatively small numbers.

Persons interested in rose stocks are advised that it is not the intention to consider at this time further restrictions on entry of these stocks and such consideration is postponed pending the outcome of investigations which are still in progress.

The pest risk incident to bulk importation of fruit stocks has been fully discussed in connection with previous conferences, the department stated.

Following is a statement by the Bureau of Plant Industry regarding production of Mahaleb and Myrobalan in the United States:

The fruit stocks which, under present regulations, would be permitted entry after June 30, 1930, include cherry stocks excepting Mazzard, and plum stocks. In the consideration of further amendments to Quarantine 37, Nursery, Stock, Plant, and Seed Quarantine, to exclude these stocks only two items—Mahaleb cherry and Myrobalan plum—are imported in large quantities at present. Although other species of cherry and plum are brought in each year the quantities have been relatively small, consequently the principal interest centers on Mahaleb and Myrobalan.

Mahaleb seedling importations, according to the records of the Plant Quarantine and Control Administration, from July 1, 1928 to June 1, 1929 (the 1928 crop) were 6,113,450. Importations of the 1927 crop were 6,057,900.

The Mahaleb seedling crop grown in this country in 1928 is estimated by the Bureau of Plant Industry at 1,276,850. No comparable estimate was made for the 1927 crop. The domestic supply according to these figures represented only a little over seventeen per cent of the total for the 1928 crop. This production could be increased materially if a demand for the seedlings was evident to the growers who specialize in this crop.

Most of the domestic Mahaleb seedlings are grown in certain valleys in the Pacific States, also in Kansas and Colorado. Larger amounts could be grown in these areas already developed on a commercial scale.

The amounts estimated for the 1928 crop in these states are: Oregon, 540,000; Washington, 178,000; California, 150,000; Colorado, 233,850; and Kansas, 175,000; or a total of 1,276,850 for these five states.

A preliminary estimate for the 1929 crop from all sections totals 1,660,000.

Except in these localities the production is negligible at present from a commercial standpoint, but no reason is apparent why they could not be grown successfully in some other sections suitable for Nursery crops. The Bureau of Plant Industry has grown Mahaleb seedlings each year for seven years in the vicinity of the District of Columbia that have compared favorably each year with imported stocks from commercial sources, in size and in the growth obtained after transplanting. Similar results have been secured at the Shafter California Experiment Station.

Most of the domestic Mahaleb seedlings are grown from imported seed which has often failed to germinate well. This hazard can be reduced by better care of the seed during the interval between collection and planting, but perhaps the most effective way is that adopted by a few western growers who have planted orchards for seed. These seed bearing trees are now producing commercial quantities and the amount may be expected to increase during the next few years. Growers estimate that by 1930 the crop should be 2,000 pounds of seed which should produce 2,500,000 seedlings. These growers estimate that by the use of imported seed to supplement their own, production could be increased to 7,000,000, provided they were assured of a demand. (This prospect for increased production is presented to indicate the grower's viewpoint, rather than as an estimate by the Bureau of Plant Industry.)

The performance of domestic Mahaleb in the hands of Nurserymen in different parts of the country has been variable. Reports of both good and poor results have been received from different sections each year. West of the Rocky Mountains a general preference exists for western grown seedlings. In other sections where cherry is propagated in large quantities on Mahaleb stocks the experience generally has not been so favorable.

An objection to domestic Mahaleb seedlings which has been heard more often in the eastern and central states than in the west, is the uncertainty of obtaining good stands when the seedlings are transplanted in the Nursery for budding. Losses in transplanting have been larger some years than others. For example, from the northwestern crop of 1926 report of poor stands came from many Nurserymen after transplanting in the spring of 1927. This crop was probably injured by an exceptionally severe freeze in the early autumn and the damage to the seedlings could not be detected until after they had been shipped to customers. On the other hand all the reports so far received this spring from the 1928 crop indicate satisfactory stands. Besides unseasonable freezes, losses may be traced to digging too early in the autumn and improper storage conditions. More study is needed on this phase in order to bring the performance of Mahaleb to the desired measure of dependability.

A record objection to domestic Mahaleb arises from the low branching type of growth which some lots have shown. This defect makes extra labor for pruning and some trouble in setting the buds properly, but such stocks can usually be budded successfully. In the past two seasons, the sample lots of stocks received at the bureau's experiment Nurseries have shown a smaller proportion of low branching seedlings than formerly. This defect is often found where a poor stand in the seed rows allows the individual plants room for low lateral growth and is usually less in evidence where the stand is normal.

Myrobalan is the principal stock used for plums in this country and the only one imported in large quantity, although several thousand St. Julian (*Prunus insititia*) are brought in each year. A considerable proportion of the total supply has been grown in this country for several years. Importations of the 1928 crop amounted to 916,700. The domestic crop for that year was estimated at 1,268,000. These seedlings were grown in the following states: Oregon, 425,000; California, 550,000; and Washington, 293,000; a total of 1,268,000. Probably smaller quantities were grown in other sections not reported.

Myrobalan seed germinates well and the seedlings are easily grown. A good supply of seed is available in certain sections of California, which is being utilized, although some Myrobalan seed is imported.

The production of Myrobalan seedlings could be increased readily to meet all needs. Little loss in transplanting is experienced and the domestic seedlings have usually proved satisfactory under ordinary methods of handling. Some lots have proved objectionable due to low branching but this defect can be avoided by proper culture in the seedling Nursery. As in the case of Mahaleb, low branching is often the result of a thin stand in the seedling rows.

St. Julian, which is highly regarded as a plum stock by some growers has mostly been imported, but it could be propagated without difficulty in the localities where other seedling stocks are grown.

Several other plum stocks are used, including Marianna and some of the native species, but all these are produced by American growers and are not imported.

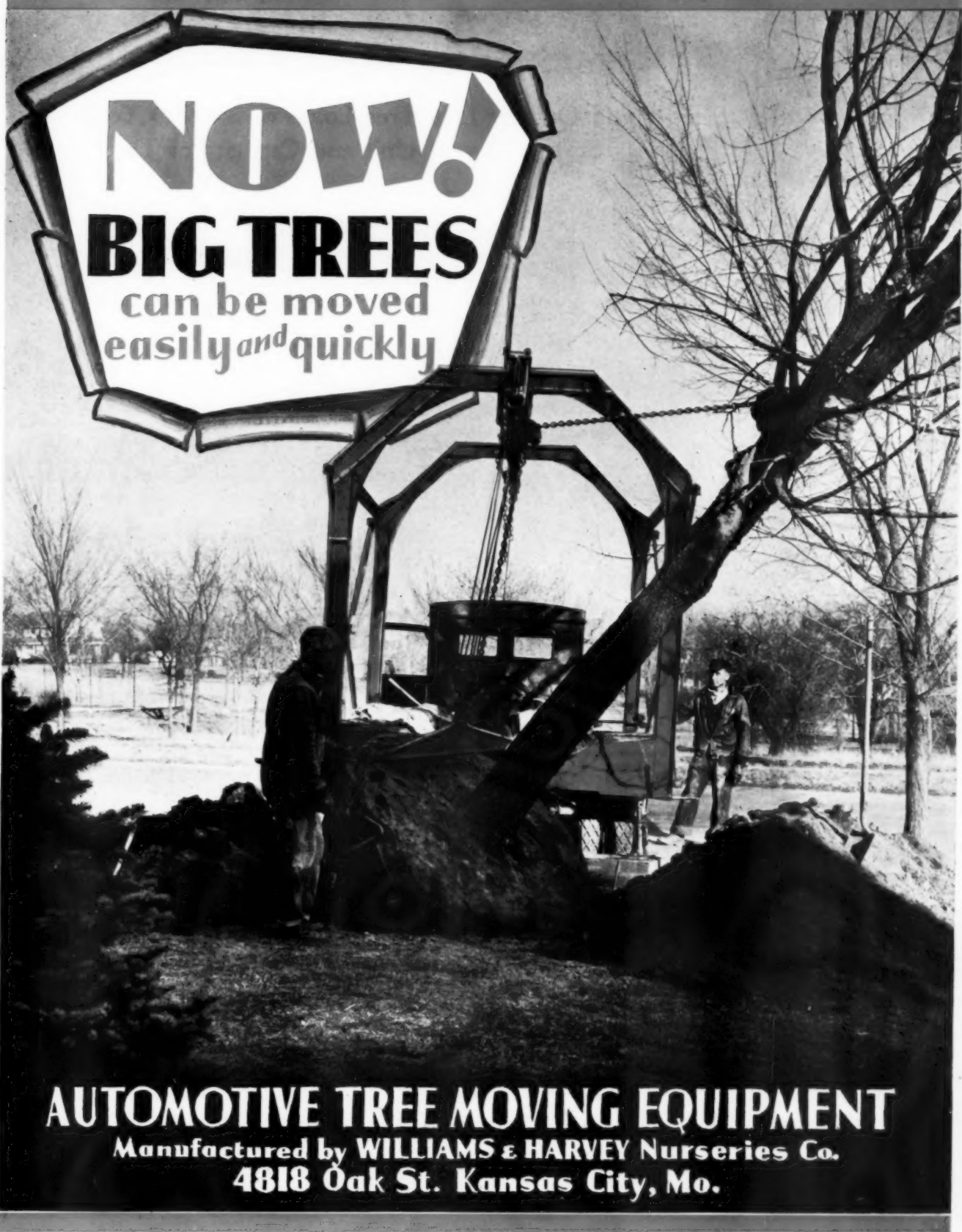
Thirty-Seven Years Ago

W. T. Hood, Richmond, Va., has a group photograph of members of the American Association of Nurserymen taken at the 17th annual convention of the A. A. N. in Atlanta, Ga., June 1-3, 1892. It is interesting from many points of view; chiefly, perhaps, because prominent Nurserymen are represented seated or standing in an ox-cart, with ox attached, while other well-known members of the trade stand nearby. The scene is in an open field where the party rested during an inspection of peach orchards below Tifton, Ga., at the beginning of the big peach industry in that state. That whiskers were the style then is clearly shown. The ox-cart was driven by a genuine Georgia cracker; it was then a typical mode of transportation in the Cracker State.

Mr. Hood recalls that among those in attendance at the convention were the presiding officer at that time, Henry Augustine, Normal, Ill.; Mr. Storrs of Storrs & Harrison Co.; Messrs. Kelsey, Griesa, Albaugh, Peter Youngers, Geneva, Neb., and Charles Smith of Smith Bros. Co., Concord, Ga.; also Secretary George Seegar.

Proposes Five Acre Rose Garden

Myer Heller, who originated in New Castle, Ind., an unusual planting of roses which gave the name Rose City, proposes that there be established in New Castle a rose garden of five acres surrounded by a cyclone fence eight or ten feet in height covered with climbing roses. Some years ago Mr. Heller visited the famous rose gardens of Europe. A few years ago he proposed a rose planting campaign by the Rotary Club which resulted in the planting of 10,000 Rambler roses in New Castle in three years. He calls upon civic organizations and individuals in this city to sponsor and contribute plants for a five-acre rose garden.



NOW!
BIG TREES
can be moved
easily *and* quickly

AUTOMOTIVE TREE MOVING EQUIPMENT
Manufactured by WILLIAMS & HARVEY Nurseries Co.
4818 Oak St. Kansas City, Mo.

A Self Contained Automotive Tree Moving

**Easily and Quickly Lifts Tree Loads of 2½ to 5 Tons—
According to Size of Unit and Capacity of Truck**

SPEED—economy and efficiency are the big features in the operation of the Williams and Harvey Automotive Tree Moving Crane. It took less than one hour's time for the large tree illustrated on the right, a 13 1/2 inch elm weighing 4 1/2 tons, to be unloaded and planted. Only three men were required to do the job.

This is just one of the remarkable feats possible with this new type of tree moving equipment.

A Simple Powerful Machine

The Williams and Harvey Tree Moving Crane is a self contained unit in the form of a special shaped, all steel body with overhead crane, trolley and a built-in hoist. It is so designed that it will fit on any standard motor truck chassis with a carrying capacity of 2 1/2 to 5 tons. It can be easily mounted on the truck chassis of proper design in one hour's time or can be taken off just as easily.

The body is formed to fit the ball of earth that always surrounds the roots of the tree. Being made entirely of steel, this body is strong, light weight and easily kept clean. The sides of the body are shaped to cover the rear wheels, forming mud guards. The space forward of the rear wheels is made into tool boxes of unique design, providing ample space for such rope, tackle, blocks, spades and bars as are usually re-

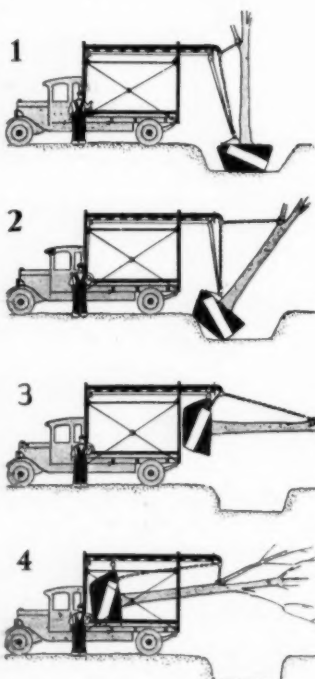
quired in tree handling.

The overhead crane is specially designed on steel arch supports built integral with the body; these are of hollow truss construction combining light weight with unusual strength. The arch beam on which the trolley travels is capable of carrying 25,000 lbs. This is more than necessary strength but there is no excessive weight.

Tree Rolls on to Truck Along Trolley

The trolley which carries the load along the overhead crane is ball bearing and of such rugged construction that it will require no attention except an occasional oiling. This unit is constructed to take up a minimum of head room. Combined in the trolley, is a double sheave block that works with the double block attached to the yoke bar. This construction provides five ropes on the load, greatly reducing the power required to lift the load.

There is a specially designed winch for lifting the load. The unit is furnished with either a hand winch or a power operated winch, as desired. The hand winch is a spur gear type of simple and powerful construction, easily operated by one man. The power winch is of the worm and gear type driven by a chain from a power take-off attached to the transmission of the truck.



How the Automotive Tree Moving Crane Operates

1. Tree to be moved is dug with proper shaped ball. Usually there is approximately 6 inches of earth diameter of ball to each inch diameter of tree trunk. The ball is sloped in towards the bottom so its largest dimension will be at the top. Ball is kept intact and lifted by means of large belt fastened around ball and to specially designed, adaptable yoke bar. With belt and yoke bar in place, truck backs up to tree for loading. Chain is adjusted by fastening one end to yoke bar. The other end is passed through pulley on end of crane and fastened up in tree. This chain automatically lowers top of tree as ball is lifted.

2. With trolley in position at end of crane, the double block is lowered and fastened to yoke bar. One man can now lift tree out of hole by operating hand winch on side of truck, or tree may be lifted by hoist on transmission of car, according to model of unit. As the cables tighten on the load—the belt around the ball, held in place by friction, tightens and firmly holds the ball intact. As the ball lifts out of the hole, top of tree automatically lowers as shown in diagram.

3. By the time the root ball is hoisted to position, the top of tree is in practically a horizontal position. In this position it can be swung to right or left in loading or unloading. If truck is standing level, one man can push the load onto the truck, so easily does the ball bearing trolley operate on the overhead crane. If front end of truck stands above the rear end, the load is pulled onto the truck by the hand winch or transmission hoist.

4. Position 4 shows tree loaded with ball resting on floor of truck which is specially curved to received load. Notice that the load of the tree bears on the center of the truck assuring proper distribution of the weight.

Unloading is accomplished by the reverse of these operations.

Spee

It is the fastest in operation. The to a minimum. the capacity of the would require over it but a third man taking up and h lawns.

The Automotive in two sizes loading capacity of 101B, has a loading ton unit is design diameter with ear 5 ton size is design diameter with ear

This illustration in use on a 3 ton the power of this truck. This terra and the tree on the ing 4 1/2 tons.

Tested and

Before patents Harvey Automotive of the equipment w The design and co scientific principle manufacture the fi thoroughly reliable service for many y

Writ

The Williams a anyone seeing this claims made for th their unit are very the purchase of th onstration by writ

Crane Which Fits Any Standard Truck

Speed With Little Labor

is the fastest thing of its kind we have ever seen. The number of men required is reduced to a minimum. There is no tree-moving job within the capacity of the unit under any condition which requires more than three men. Two men can handle a third man is sometimes desirable on account of the heavy work of unloading and handling planks and planking across the ground.

The Automotive Tree Moving Crane is manufactured in two sizes—the large unit, No. 101A, has a carrying capacity of 5 tons, and the small unit, No. 101B, has a loading capacity of 2 1/2 tons. The 2 1/2 ton unit is designed to lift trees 5 to 8 inches in diameter with earth balls up to 5 feet in diameter; the large unit is designed to lift trees of 8 to 14 inches in diameter with earth balls up to 7 feet.

The illustration shows our large unit No. 101A mounted on a 3 ton Dodge truck, and gives some idea of the power of this unit as assembled on the average truck.

This terrace is a 2 to 1 slope, 4 feet high, and the tree on the truck is a 13 1/2 inch Elm, weighing 1 1/2 tons.

Tested and Approved by Engineers

More patents were secured on the Williams and Harvey Automotive Tree Moving Crane, every feature of this equipment was tested and approved by engineers. The design and construction of this unit conforms to the most scientific principles and approved standards. In its construction the finest of materials are used. It is a highly reliable product that will give dependable service for many years.

Write for Demonstration

Williams and Harvey Nurseries believe that anyone seeing this unit in operation will find that these claims are made for the speed, economy and efficiency of this unit are very conservative. Anyone interested in purchasing this equipment can arrange for a demonstration by writing for particulars.



This Equipment Will Pay For Itself Many Times Over

So great are the savings over the old method of handling trees with teams or other slow-moving equipment, that this unit will pay for itself in a very short time out of the great savings resulting from its use.

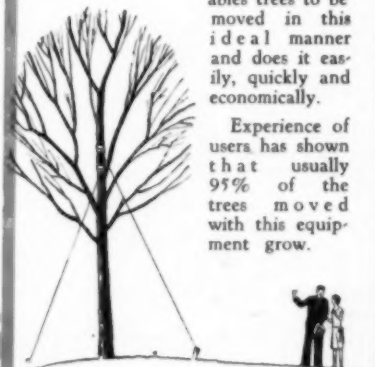
Nurserymen who previously have had no way of disposing of large trees in their nursery, will find a ready market for this valuable stock which can be moved very profitably by means of this unit. The Automotive Crane enables anyone to go many miles to the source of large trees and easily move them to the site where they are to be planted. So low is the cost of transportation and so little the cost of labor involved that large profits are possible for those who wish to develop this type of business.

Park Superintendents and Cemetery Managers will find this to be the most valuable type of equipment. The advantages of being able to move trees from crowded parkings or crowded sections into newly developed tracts for immediate effects are evident.

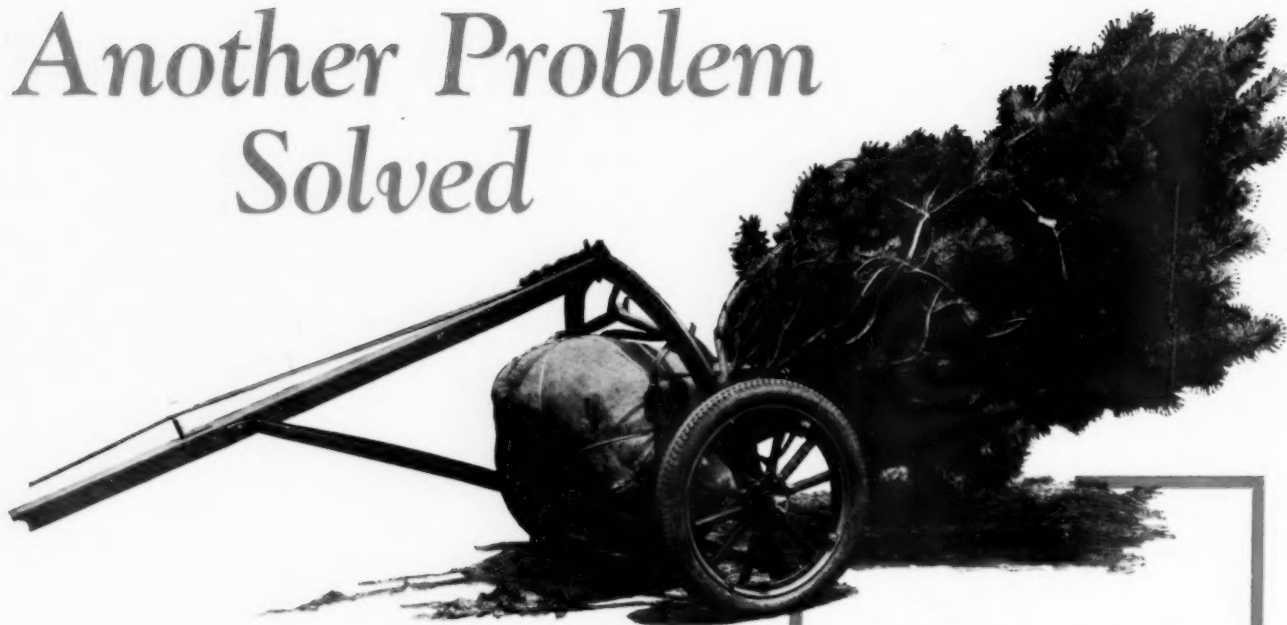
95% Success in Tree Moving

Anyone who has had experience moving large trees will know that a big factor in the success of the operation is to be able to move the tree with the proper sized ball of earth and to keep the ball intact so as not to expose or disturb the roots. The Automotive Tree Moving Crane enables trees to be moved in this ideal manner and does it easily, quickly and economically.

Experience of users has shown that usually 95% of the trees moved with this equipment grow.



Another Problem Solved



with the Williams & Harvey Patented Cart

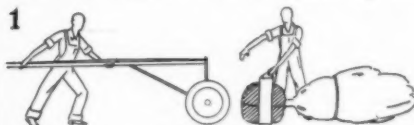
AT last a simple, efficient cart for the purpose of lifting and carrying large Evergreens and Deciduous trees on grounds where it is impossible to go with a truck. It is a great saver of time and labor as three men can handle a tree that weighs up to 2,000 pounds.

These carts come equipped with pneumatic tires, and can be used on the finest lawns, driveways or walks. They can also be used as a trailer for carrying trees a short distance which saves loading them on a truck.

The patented cart is strongly built of the finest materials. It will give years of service and be a great time, money and labor saver to its user. It enables you to handle evergreens without tearing the cloth or breaking the ball. You will have less loss with plantings through its use. The cart is made in two sizes—No. 201A, capacity of load, one ton, and No. 201B, capacity of load, 1500 pounds. Your correspondence is invited.

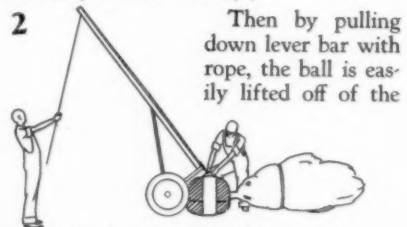
HOW IT WORKS

A special belt is placed under ball of tree in position to be fastened to yoke bar. The principle of the lever is used in lifting earth ball. Cart is designed to form this lever. Cart is backed up to



tree in a position to pick up tree as shown in view (1).

By raising lever bar to perpendicular position, a short chain which extends over end of lever bar lowers the yoke bar to permit the belt to be fastened on each side of yoke bar. See (2).



Then by pulling down lever bar with rope, the ball is easily lifted off of the ground and swings free between the two wheels. Tree can now be quickly moved to any position with little effort.

Manufactured and sold by

WILLIAMS & HARVEY NURSERIES

4818 Oak Street Kansas City, Mo.

WONDERFUL Douglas Firs

Once transplanted trees of excellent quality for growing on

Size	100	1000
8,000 8 to 12 inch.....	\$15.00	\$80.00
17,000 4 to 8 inch.....	10.00	60.00

SEEDLING COLORADO BLUE SPRUCES

Raised from Colorado Blue Spruce seed and ranging in color from clear green to a fine true bluish green.

Size	100	1000
80,000 2 to 4 inch.....	\$3.00	\$20.00

Packing at Cost

LITTLE-TREE FARMS

Pleasant Street
Framingham Center, Mass.

PRIVET and BERBERIS Splendid Stock

Write for Special Quotations.

LESTER C. LOVETT
Milford Delaware

CHINESE ELMS

Extensive growers of Chinese Elms. Ulmus Pumila and Parvifolia. White Birch and Prunus Tomentosa seedlings.

PEONIES, GLADIOLI and REGAL LILIES
HOME NURSERY COMPANY
RICHLAND, WASH.

COLLECTED STOCK

Hardy Lilies, Cornus, Viburnums,
Ferns and Evergreens
Write for special quotations
J. J. NUDD

Exeter New Hampshire

Native Rhododendrons

Trial order offer. 50 Seedlings, 8 to 12 ins., 10 Select Clumps 2 to 3 ft., for \$10.00. Packed well for shipment. Cash please.

Tennessee Evergreen Co.
Wholesale Carload Lot Dealers
Box 575 Elizabethton, Tenn.

Flowers, Fruit and Evergreen Trees

We have an overstock on some items, can you use them? We will be short on many other items. What have you to offer?

UNITED STATES NURSERIES
Linwood Station Detroit, Mich.

Azalia Schlippenbach

1 yr. old Seedlings, 3-4 in.
FOR JULY-AUGUST DELIVERY
Per 100, \$3.50; Per 1000, \$30.00
Cash, please.

C. BOOY Ontario Street
SPRINGFIELD, Mass.

HORTICULTURAL BOOKS

When in need of one or more books on Nursery practice or horticulture in any phase, apply for price quotation to:
AMERICAN FRUITS PUBG. CO., INC.
P. O. Box 124 39 State Street
Rochester, N. Y.

TREE SEEDS

Seeds of Conifers, Trees, Shrubs, Alpine and Perennials, Aquatic Plants, Field and Flower Seeds. And Japanese Nursery Stocks. Send for our catalogue.

The Chugai Shokubutsu Yen
Yamamoto, Kawabegun, Nr. Kobe (Japan)

SPECIAL ANNOUNCEMENT

All of the Oregon Nursery Company property at Orenco, Oregon, consisting of more than 700 acres of land together with buildings and equipment has been sold. It is the intention of the purchaser to continue the business under the new name of Bernards Nursery, therefore all communications should be addressed to Bernards Nursery, Orenco, Oregon, and by giving this your attention and posting this notice in your office so that all of your force may be correctly informed you will confer a great favor and prevent loss of time and confusion.

It is our earnest desire to continue doing business with all of the former customers of the old company and to make many new ones.

We would appreciate hearing from you and making your acquaintance. Won't you write us?

BERNARDS NURSERY,

MARTIN BERNARDS, Gen. Mgr.
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ESSIG NURSERY
BRIDGMAN, MICHIGAN

THIS PAGE PRESENTS

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock
Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1919.
H. L. Haupt, Secretary, Hatboro, Pa.

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We produce the greatest variety of
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THE NORTH-EASTERN FORESTRY CO.

"WE GROW OUR OWN TREES."
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Actively Promoting the Demand for Roses

Report of Secretary Pyle, American Rose Society

A survey of the work and accomplishments of the American Rose Society this past year reflects an increasing interest in the rose, if we are to judge from the demands made upon the office of the secretary for assistance in holding of local rose shows, in developing of public rose gardens and in furnishing of information needed by rose growers both as organized groups and as individuals.

It will interest the membership to understand that whereas the secretary gives to the service his time and also space required for his staff of assistants and for storage facilities, beyond that the American Rose Society regularly supports two full-time workers, the first for the last ten months having been Miss Luanna J. Bowles, West Branch, Ia., as assistant to the secretary, the second, Miss Martha J. Rosazza in charge of records, subscriptions, etc., together with Miss Edith A. Wood who has full charge of the loan library and in many other ways lightens the duties of the sec-

retary with a background of experience in the work covering several years.

While the work of the editor, who carries an extensive and valuable correspondence, emanates from Harrisburg, the other functions of the society, including most of the bookkeeping, are centered in the office of the secretary at West Grove. The secretary keenly regrets his inability to attend this meeting. He is, however, well satisfied to be represented by his capable assistants.

Broadly speaking, the work of the secretary's office may be divided under two major heads, (1) promoting interest in the society and obtaining new members, and (2) rendering, in most helpful manner possible, service to all members of the society. The secretary cannot too much emphasize the major part played by the editor and his assistants by means of the Rose Annual and wide personal contacts both on the lecture platform and through the garden press of America.

We also wish to express appreciation not only to our 52 vice-presidents but also to our 139 district secretaries, scattered

throughout this continent, for their hearty cooperation. These important officers of the society have in some cases been more active than others, but all have formed important centers of local activities in keeping the rose before the public eye through the development of public rose gardens, obtaining of newspaper publicity and initiating community rose events.

The total membership at the close of our calendar year 1928, which corresponds with our fiscal year, was 4663; at the close of business June 15, 1929, our total membership was 4093, a decrease of 128 from the same time last year. The decrease of 402 members from the same time 1927 may perhaps be explained by the 50 cent increase over the \$3 rate of 1927. In spite of the decrease in general membership we have added 661, which is 20 more new members than had joined our ranks at this time last year. The highest number of new members have come through affiliated organizations, the next highest through the assistance of Nursery firms, while the publicity given the society through rose articles published in garden magazines, as above suggested, proved a very effective means of securing members.

Affiliated Societies—As the regulations governing the relationship of The American Rose Society and the affiliated so-

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock,
Including That Which Has Heretofore Been Imported

Largest Assortment

and largest stock of lining out stock in the United States.

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PEAR STOCKS,
Blight Resistant, "Old Home"
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PURPLE LEAF BIRCH, WEeping BIRCH,
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Bedding and Lining Out

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AMERICAN NURSERYMAN
Chief Exponent of the Trade

cieties had not proved satisfactory under the revision of October 12, 1928, the following rules were approved, to become effective with 1930 membership:

"Any horticultural or rose society having at least ten American Rose Society members may be affiliated with the American Rose Society. If an affiliated society sends into the secretary's office at one time at least 20 American Rose Society membership subscriptions with complete list of names and addresses, the affiliated society may retain for its own use \$1.00 of the regular fee of \$3.50, remitting \$2.50 per membership to The American Rose Society."

There are at present 13 local rose societies that are affiliated with The American Rose Society. The close association of the National Society with the local groups over the United States and Canada has proved of great benefit to both.

The secretary has long felt that the American Rose Society has not learned a lesson that is very much needed. We have no national rose show of the outdoor garden roses, the nearest approach to them probably being the Municipal Rose Gardens of which more than four pages were listed in the recently published handbook.

Southern California held the first Divisional Conference in Pasadena on April 30th, with good representation from the different localities. A second conference will be held at San Jose during the summer and the third sometime in the autumn, perhaps at Tacoma, Wash.

American Rose Quarterly—Your executive committee feels that the time has come to issue an American Rose Quarterly which

will make it possible to keep in closer touch with our larger membership. This will also include such material as has been published in the handbook. The publication of the annual will be continued as heretofore.

Cornell Research Fellowship—The committee appointed in October of last year to cooperate with Cornell University in carrying out an investigation of rose diseases has entered into agreement for the work to be done. Dr. Massey is in charge of the work which is being done in the laboratory at Cornell University and in the fields and field laboratory supplied by The Conard-Pyle Company at West Grove. The test will be continued over a period of two years if the society so elects. Reports of progress will appear as they become available. Up to date, for this work of investigating rose diseases, \$1472.50 has been paid and \$38.50 pledged by interested members.

For some time the National Association of gardeners has been working for international plant registration and the ultimate patenting of plants. An invitation has been extended to the American Rose Society to join in this movement and the society has been asked to send a representative to the 1929 convention of the National Association of Gardeners to be held in Toronto, Ont., August 6th to 9th inclusive. This convention will consider the important questions of International Plant Registration, United Horticulture, and the establishment of a permanent peace memorial garden between the United States and Canada.

Introduction of New Roses—With reference to the introduction of new roses from among those hybridized by Dr. Walter Van

Fleet and offered to us by the Department of Agriculture at Washington, D. C., report is being separately made to the trustees.

Retirement Only Contemplated

In regard to the announcement of the contemplated retirement from business of W. H. Wyman, Bay State Nurseries, North Abington, Mass., in the July 1 issue of the *American Nurseryman*, Donald Wyman said on July 5:

"As you probably know, my father's name is Windsor H. Wyman (not William) and while there is a measure of truth in the article because my father has been contemplating retiring for some time, he does not actually plan to retire before next year. I own one-half of the Bay State Nurseries and I am expecting to buy the half owned by my father, when and as he is ready to sell and retire. There has not been any discussion, to the best of my knowledge, of converting this into a stock company. Inasmuch as my father has been engaged in the Nursery business for 35 years and the conduct of the Nursery has been his greatest interest in life, I have discouraged him on all occasions from selling out his interest until he is convinced that he wants to retire."

No Fear in Northern States—Apple and peach growers of Illinois, Missouri, Colorado, Idaho and other states of similar latitude need have no fear of Mediterranean fly infestation, according to Dr. C. L. Marlatt, chief of plant control, United States Department of Agriculture.

Besides the National Campaign==What Next?

Production and Distribution Must Be Stabilized In Order To Insure Profits

By John Watson, Formerly Executive Secretary A. A. N.

Commenting upon the Nurserymen's National Publicity Campaign, John Watson, formerly executive secretary of the American Association of Nurserymen, endorsing the movement and expressing confidence that the four-year schedule will produce favorable results, says:

Is the sale of more Nursery stock going to help things? For how long? Here is no quick intensive effort to dispose of a present surplus. If we could have that, and drop back to normal again when the need is past, that would be fine. But we are working on a plan which properly covers a period of years. With a stimulated market and an increased demand, we shall have inevitably increased production. We always do. Let any variety or any class of stock sell unusually well because of wide interest and increased demand, or let something bring a higher price than usual because of scarcity, and the certain and prompt result is the propagation of a surplus of it. It has always been that way. It is easier to produce trees than it is to sell them. It takes longer to build up a demand that it does to produce the stock to supply that demand. Supply is swift-footed and has a way of quickly overtaking demand and passing it.

Normal demand and normal supply make normal profits. Normal demand means increased profit as soon as supply falls below normal. An increased demand increases profit when supply continues stationary. When supply is increased to meet increased demand, the result is good business, healthy growth and more profit. When supply and demand both grow at the same rate of increase, the business situation is ideal. But just as soon as supply reaches the point at which it becomes surplus, competition is keener, prices are lower and profits are less. The weakness in the publicity campaign lies in the fact that it seeks to solve one-half of the problem, and ignores the other half. I might just as well figure that if I could have one of my legs lengthened a matter of six inches, I could run a lot faster. Business stands on the two legs of supply and demand and the two legs must be of equal length to insure good walking. In the present program, there is nothing to forestall or prevent surplus, nothing to hold production within the market's ability to consume. No matter what proportions the demand to be created may reach, every Nurseryman knows that production will surely and early overtake and pass it.

Increased Demand Alone Insufficient

My point is, that increased demand alone will not solve our problem. Old man Surplus is always hanging around, ready to horn in when times get good. And times are good in those brief periods following the decreased plantings made after big Spring brush-piles.

A long time ago, I listened to Ethan Allen Chase, one of the first men, if not the first, to carry a plate-book of marvellously hand-painted pictures, back in Maine, before Rochester got on the Nursery map. And Mr. Chase told me that at the first large meeting of Nurserymen ever held in this country, a meeting in Boston, nearly a hundred years ago, the principal subjects discussed were the surplus and low-price twins. At the first convention of the American Association of Nurserymen, held in Chicago in 1875, the very first paper read and the one which resulted in more discussion than any other, was about the surplus in hand and the low prices at which stock was selling—or not selling. And at the convention held in Denver last summer, most of the time was taken up in talking about the same things. In my 25 years of attending Nursery conventions, I have heard the speech about surplus stock and low prices delivered so often that I think I could get up and repeat it off-hand. Come to think of it, I have done that very thing myself!

Our problem is the present problem of the farmer. When the farmer produces more wheat than he can sell, wheat goes

down. When wheat gets too cheap, the farmer plants less wheat; when less wheat brings a better price, the farmer plants more wheat. When farmers and Nurserymen persist in growing more than they can sell, they have a hard time of it. The farmer has the better of it; when he hits a good year, he spends his surplus for things he wants; the Nurseryman plants his profits and harvests a crop of losses. Read that again.

Now this is an argument for something in addition to and very necessary to the publicity campaign, something to supplement it and without which it must ultimately and inevitably fall short of what is hoped for.

In one of the trade papers, there was published a long list of firms, groups and trade associations that have profitably used co-operative advertising—general publicity—to stimulate demand.

Distribution Should Be Controlled

A careful examination of the list did not disclose the name of a single firm or organization (within my knowledge) that does not either control absolutely or else influence greatly, both the manufacture and the distribution of the goods advertised. In every instance, both production and prices are controlled. Without such control or without production and prices influenced and guided along safe and conservative lines, whatever good results come from any publicity campaign, will always be neutralized by the overproduction which is not only likely but inevitable. Why, already there are evidences of an over-heavy planting of many kinds of ornamentals this past spring. The campaign to get the money subscribed produced that first result. If getting the money had been the only thing or the main thing, the methods used would have been anticipated. There was so much bally-hoo about getting ready to cash in on the "Billion Dollar Market," that it would have been strange if some, if many, did not begin right off to get ready to do that very thing by planting surplus to meet the promised demand. Naturally, they would be the very ones with the most limited facilities for marketing a surplus. The expectation of unusual demand is going to bring increased production. It always does. The talk about the "Billion Dollar Market" will help speed it.

Surplus and shortage follow each other with great regularity in every field where production is uncontrolled. Overproduction means low prices followed by less production, shortage and higher prices, which again encourages overplanting, until the circle is completed. And this is true of all agricultural products.

In the Survey prepared for the Association, it was estimated that the Nursery business of 1927 was about \$80,000,000. And yet it was not a very profitable year. Stock in many lines was too plentiful. Prices were too low. In 1917, only ten years earlier, the turn-over was estimated at \$20,000,000. If that rough estimate sounds too small, be it remembered that it was a bad year. If such an increase in the turn-over showed no market increase in the profits of the business, but left the Nurserymen still facing the surplus problem, will a turn-over of \$160,000,000 ten years from now, find us better off? What are your reasons for thinking so, if you concede that whatever increases demand, increases production? And if you do not concede that, why do you think the future history of the business will be different from its past history? The same conditions must be expected to produce the same results.

Has Proposed Specific Remedies

Of course, I have heretofore and in different places, pointed out how I thought production might be properly directed in safe channels; and how the matter of distribution might even more easily be assisted through timely and proper and perfectly legal cooperation between grower and re-

taller, and all of this done within the Association, by using agencies already provided. I have proposed specific remedies, precise and in detail. My proposals may not have been sound nor the plans workable. They have never been tried. As far as I know, they have not been examined. They have not been challenged. The Nursery industry can make up its mind about this: that production and distribution must be stabilized to insure profit.

The profitable industries are those that are stabilized. There is not an automobile manufacturer in the country who does not know the capacity and the output to a car, of every factory in the country. The profitable industries are those that fit their total output to the market's capacity to take. You never yet heard of a clothing manufacturer making up an additional hundred thousand suits of clothes in the hope of selling the surplus to his competitors' customers.

With Nurserymen everywhere making their own planting plans and propagating stock without definite knowledge of what the rest are planning and doing and when those plantings are not made to supply normal established trade nor even to meet increased demand measurably in sight, but include surplus—whether much or little—to sell to the rest of the trade whose own planting plans are unknown but which, according to the law of averages and past experience, are pretty sure to include the same surplus propagation,—with that system or lack of system continuing; and without more cooperation between those who have the stock and those who must get it into the hands of the planter, the industry, like every uncontrolled and unregulated industry, must continue to see the lean years follow the fat years, the prosperous seasons followed by seasons of hard times. And the profits of the good years are too often burned up in the brush-piles of the bad years. The industry now regulates itself; surplus compels reduction; shortage encourages over-production. And if over-production should result from the increased demand to be created by the publicity campaign—as it surely will—then greater and always greater effort and larger and ever increasingly larger appropriations must be made to stimulate the demand sufficiently to consume it. But production can grow faster than demand. It will. It always has.

Orderly Production and Marketing

Selling more trees, handling more stock, taking greater risks, doing more work, is all right if it means profit in proportion. It will not necessarily mean that. Demand is increasing right along. The Nursery business is several times what it was a few years ago. It is not what you do, but what you make out of doing it; not how much you handle, but what stays in the bank when all the bills are paid.

It has been recently emphasized that the farmer is poor, not because he does not produce wheat—(because his crops are big);—not because he does not sell his wheat—(because he does; folks must have bread);—but because his production is unregulated and his prices beaten down by farmer competition. Orderly production and orderly marketing have been indicated as the only possible solution of his problem. Under the Act just put through Congress by the efforts of President Hoover, a Farm Board is to be appointed at once, to aid the farmer to correct his own lack of business methods.

We Nurserymen have our association whose constitution provides for every agency required to do the same thing for the Nursery industry. Without orderly production and orderly marketing, increased demand will never make ours the prosperous industry it ought to be. How we can have both, I have heretofore and in different places, pointed out. The methods proposed have not been tried, it is true; but their soundness and workability have not been challenged, either.

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THE AMERICAN ASSOCIATION OF NURSERYMEN

Is accomplishing much for the Nursery Trade. With a record of fifty-three years of service. Practical departments and active committees. National conventions of inestimable value.

Unite with Seven Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

Write CHARLES SIZEMORE, Secretary, Louisiana, Mo., for full particulars

Fall 1929 - Spring 1930 Price List of

HILL'S EVERGREENS

FOR LINING OUT

Year after year Hill's Evergreens continue to represent the finest stock available in evergreens for lining out. Following is a partial assortment of leading varieties and sizes for nursery planting. Selection is more complete now than at any time during the coming season.

EVERGREEN GRAFTS

	100
Juniperus chinensis albovariegata	\$50.00
Juniperus chinensis pyramidalis blue	50.00
Juniperus chinensis pyramidalis green	50.00
Juniperus chinensis sargentii, green	50.00
Juniperus communis depressa aurea	40.00
Juniperus japonica	45.00
Juniperus japonica nana	75.00
Juniperus sabinia von ehron	50.00
Juniperus squamata meyeri	65.00
Juniperus virginiana cananarti	45.00
Juniperus virginiana elegantissima	55.00
Juniperus virginiana glauca	45.00
Juniperus virginiana pyramidalis	50.00
Juniperus virginiana schotti	45.00

EVERGREEN SEEDLINGS

	4-6"	10.00	1000
Abies arizonica	4-6"	5.00	40.00
Abies concolor	4-6"	5.00	50.00
Abies homolepis	2-4"	6.00	50.00
Juniperus chinensis	4-6"	6.00	50.00
Juniperus communis	6-8"	4.00	30.00
Juniperus communis depressa	6-8"	4.00	30.00
Juniperus scopulorum	4-6"	4.50	35.00
Larix europea	6-8"	3.00	20.00
Picea canadensis	4-6"	3.50	25.00
Picea engelmanni	4-6"	4.00	30.00
Picea excelsa	4-6"	2.50	15.00
Picea pungens	6-8"	3.00	17.50
Picea pungens	4-6"	4.00	30.00
Pinus densiflora	6-8"	5.00	40.00
Pinus nigra	4-6"	3.50	25.00
Pinus ponderosa scopulorum	4-6"	4.50	35.00
Pinus strobus	6-8"	3.00	20.00
Pinus strobus	4-6"	3.00	20.00
Pinus sylvestris	4-6"	3.50	25.00
Pinus thunbergi	4-6"	3.50	25.00
Pseudotsuga douglasii	4-6"	4.50	35.00

ONCE TRANSPLANTED EVERGREENS

	4-6"	6-8"	10-12"
Abies balsamea	4-6"	6.00	50.00
Abies balsamea	6-8"	8.00	70.00
Abies balsamea macrocarpa	6-8"	10.00	90.00
Abies concolor	6-8"	25.00	240.00
Abies fraseri	4-6"	6.00	50.00
Abies fraseri	6-8"	7.50	65.00
Cedrus deodara	6-8"	9.00	80.00
Cedrus deodara	8-10"	12.00	110.00
Cedrus libani	4-6"	8.00	70.00
Juniperus chinensis	8-10"	10.00	90.00
Juniperus chinensis pfitzeriana	4-6"	14.00	130.00
Juniperus communis depressa plumosa	6-8"	20.00	...
Juniperus communis hibernica	8-10"	11.00	100.00
Juniperus communis hibernica	10-12"	13.50	125.00
Pachysandra terminalis	4-6"	6.00	50.00
Picea canadensis	8-10"	7.00	60.00
Picea canadensis	10-12"	9.00	80.00
Picea excelsa	6-8"	6.00	50.00
Picea excelsa	8-10"	8.50	75.00
Picea excelsa	10-12"	10.00	90.00
Picea pungens	8-10"	13.00	120.00
Picea pungens	10-12"	17.00	160.00
Pinus montana uncinata	6-8"	12.00	110.00
Pinus nigra	6-8"	8.00	70.00
Pinus nigra	8-10"	9.00	80.00
Pinus ponderosa scopulorum	8-10"	8.00	70.00
Pinus strobus	8-10"	7.00	60.00
Pinus sylvestris	8-10"	7.00	60.00
Taxus cuspidata	4-6"	20.00	190.00
Taxus cuspidata nana	4-6"	20.00	190.00

ONCE TRANSPLANTED EVERGREENS—Continued

	10-12"	100	1000
Thuja occidentalis	10-12"	\$ 7.50	\$ 65.00
Thuja occidentalis douglasii aurea	8-10"	16.00	150.00
Thuja occidentalis douglasii aurea	10-12"	25.00	...
Thuja orient. aurea conspicua	4-6"	20.00	...
Thuja orient. aurea conspicua	6-8"	25.00	...
Thuja orient. aurea nana	4-6"	13.00	120.00
Thuja orient. aurea nana	6-8"	15.00	140.00
Thuja orient. bonita	4-6"	13.00	110.00
Thuja orient. bonita	6-8"	15.00	140.00
Thuja orient. compacta	4-6"	10.00	90.00
Thuja orient. compacta	6-8"	12.00	100.00
Tsuga canadensis	4-6"	10.00	90.00
Tsuga canadensis	6-8"	12.00	110.00

TWICE TRANSPLANTED EVERGREENS

	6-8"	10.00	90.00
Abies veitchii	6-8"	10.00	90.00
Juniperus chinensis albovariegata	6-8"	30.00	...
Juniperus chinensis pfitzeriana	8-10"	25.00	240.00
Juniperus chinensis pfitzeriana	10-12"	30.00	290.00
Juniperus communis depressa	10-12"	35.00	...
Juniperus communis depressa	12-18"	45.00	...
Juniperus excelsa stricta	6-8"	20.00	190.00
Juniperus excelsa stricta	8-10"	30.00	275.00
Juniperus horizontalis douglasii	6-8"	20.00	190.00
Juniperus japonica	6-8"	25.00	...
Juniperus japonica	8-10"	35.00	...
Juniperus sabinia	6-8"	15.00	140.00
Juniperus sabinia horizontalis	8-10"	25.00	240.00
Juniperus virginiana kosteri	8-10"	30.00	275.00
Picea canadensis	12-18"	22.50	200.00
Picea canadensis	18-24"	25.00	240.00
Picea canadensis albertiana	6-8"	10.00	90.00
Picea canadensis albertiana	8-10"	12.00	110.00
Picea excelsa	12-18"	16.50	150.00
Picea excelsa	18-24"	20.00	190.00
Pinus montana uncinata	8-10"	15.00	140.00
Pinus mughus	4-6"	10.00	90.00
Pinus mughus	6-8"	14.00	130.00
Pinus mughus	8-10"	27.50	250.00
Pinus mughus	10-12"	37.50	325.00
Pinus nigra	10-12"	25.00	240.00
Pinus strobus	12-18"	30.00	...
Pinus strobus	18-24"	40.00	...
Pseudotsuga douglasii	8-10"	15.00	140.00
Pseudotsuga douglasii	10-12"	20.00	190.00
Taxus cuspidata	8-10"	50.00	...
Thuja occidentalis	12-18"	17.50	165.00
Thuja occidentalis	18-24"	25.00	240.00
Thuja occidentalis conica densa	10-12"	17.50	...
Thuja occidentalis douglasii pyr.	6-8"	15.00	140.00
Thuja occidentalis douglasii pyr.	8-10"	20.00	190.00
Thuja occidentalis globosa	6-8"	10.00	90.00
Thuja occidentalis globosa	8-10"	12.00	110.00
Thuja occidentalis hoveyi	8-10"	12.00	100.00
Thuja occidentalis pyramidalis	8-10"	13.00	120.00
Thuja occidentalis pyramidalis	10-12"	16.00	150.00
Thuja occidentalis pyramidalis	12-18"	35.00	325.00
Thuja occidentalis pyramidalis	18-24"	40.00	350.00
Thuja occidentalis pyramidalis	24-30"	60.00	...
Thuja occidentalis rosenthalli	6-8"	17.50	165.00
Thuja occidentalis rosenthalli	8-10"	22.50	200.00
Thuja occidentalis spicata alba	6-8"	25.00	...
Thuja occidentalis wareana	8-10"	15.00	140.00
Thuja occidentalis woodwardi	8-10"	15.00	140.00
Thuja occidentalis woodwardi	10-12"	35.00	340.00
Thuja orientalis compacta	8-10"	20.00	175.00
Thuja orientalis pyramidalis (Baker's)	8-10"	20.00	175.00
Tsuga canadensis	8-10"	20.00	190.00
Tsuga canadensis	10-12"	30.00	275.00
Tsuga canadensis	12-18"	37.50	350.00

D. HILL NURSERY Co.

EVERGREEN SPECIALISTS - LARGEST GROWERS IN AMERICA

BOX 402

DUNDEE ILL.

